

Greeley City Council Agenda

Work Session
Tuesday, April 11, 2023 at 6:00 p.m.

City Council Chambers at City Center South, 1001 11th Ave, Greeley, CO 80631 Zoom Webinar link: <https://greeleygov.zoom.us/j/86148461863>

NOTICE:

City Council Work Sessions are held on the 2nd and 4th Tuesdays of each month in the City Council Chambers. Meetings are conducted in a hybrid format, with a Zoom webinar in addition to the in person meeting in Council Chambers.

City Council members may participate in this meeting via electronic means pursuant to their adopted policies and protocol.

Members of the public are also invited to view Council work sessions in person or remotely. **Work sessions do not include public input in any format. Public comment is only permitted at regular Council meetings on the 1st and 3rd Tuesdays of each month.**

Watch Meetings:



Meetings are open to the public
And can be attended in person
By anyone.



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Over the Zoom webinar. Public participation
In the Zoom webinar only allows viewing
The meeting.

For more information about this meeting or to request reasonable accommodations, contact the City Clerk's Office at 970-350-9740 or by email at CityClerk@Greeleygov.com

Meeting agendas, minutes, and archived videos are available on the City's meetings portal at greeley-co.municodemeetings.com/



Mayor
John Gates

Councilmembers

Tommy Butler
Ward I

Deb DeBoutez
Ward II

Johnny Olson
Ward III

Dale Hall
Ward IV

Brett Payton
At-Large

Ed Clark
At-Large

A City Achieving
Community Excellence
Greeley promotes a healthy,
diverse economy and high
quality of life responsive to
all its residents and
neighborhoods, thoughtfully
managing its human and
natural resources in a
manner that creates and
sustains a safe, unique,
vibrant and rewarding
community in which to live,
work, and play.

City Council Work Session Agenda

April 11, 2023 at 6:00 PM

**City Council Chambers, City Center South, 1001 11th Ave & via
Zoom at <https://greeleygov.zoom.us/j/86148461863>**

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Reports from Mayor and Councilmembers
5. Consideration of a proposal to extend property and sales tax revenue to support Downtown development
6. American Rescue Plan Act (ARPA)-Program Update
7. Scheduling of Meetings, Other Events
8. Adjournment



Work Session Agenda Summary

Title:

Reports from Mayor and Councilmembers

Background:

During this portion of the meeting any Councilmember may offer a summary of the Councilmember's attendance at assigned board/committee meetings and should include key highlights and points that may require additional decision and discussion by the full Council at this or a future Work Session.

Board/Committee	Meeting Day/Time	Assignment
--Team of 2-- Board/Commission Interviews	Monthly as Needed	Council Rotation
Water & Sewer Board	3 rd Wed, 2:00 pm	Gates
Youth Commission Liaison	4 th Mon, 6:00 pm	Clark
Historic Preservation Loan Committee	As Needed	DeBoutez
Police Pension Board	Quarterly	Clark
Employee Health Board	As Needed	DeBoutez
Airport Authority	3 rd Thur, 3:30 pm	Payton/Clark
Visit Greeley	3 rd Wed, 7:30 am	Butler
Upstate Colorado Economic Development	Last Wed, 7:00 am	Gates
Greeley Chamber of Commerce	4 th Mon, 11:30 am	Hall
Island Grove Advisory Board	1 st Thur, 3:30 pm	Butler
Weld Project Connect Committee (United Way)	As Needed	Butler
Downtown Development Authority	3 rd Thur, 7:30 am	Butler/DeBoutez
Transportation/Air Quality MPO	1 st Thur, 6:00 pm	Olson/Payton
Poudre River Trail	1 st Thur, 7:00 am	Hall
Interstate 25 Coalition	As Needed	Olson
Highway 85 Coalition	As Needed	Gates
Highway 34 Coalition	As Needed	Olson
National League of Cities Transportation and Infrastructure Services Committee	As Needed	Olson
CML Policy Committee (Council or Staff)	As Needed	Payton/Lee Gates alternate
CML Executive Board opportunity	As Needed	Hall
CML - Other opportunities	As Available/Desired	
Regional Opioid Council	As Needed	Gates



Work Session Agenda Summary

April 11, 2023

Becky Safarik, Interim Community Development Director

Title:

Proposal to extend property and sales tax revenue to support Downtown development

Background:

The Greeley Downtown Development Authority (DDA) was established in 1998, followed by the approval of a “Plan of Development” in 2002 that established 2003 as the property tax increment base assessment year. Enabled by state law, this property tax increment allows downtown authorities to collect tax increment revenue from new construction, change of taxable status or change in land use entitlements that is in excess of the base year for thirty years. This places the end of the financial resource collection for the Greeley DDA at 2033 (with the last year of taxes received in 2034). State law allows municipalities to grant a 20-year extension in the last 10 years of the initial 30-year period.

The DDA has used this important fund to spur significant redevelopment and reinvestment of capital construction in the downtown, improving the assessed valuation of the entire district. To maintain this momentum and support the goals of the recently updated and adopted Downtown 2032 Strategic Plan, *the DDA requests the Council approve the extension of the DDA tax increment district for another twenty years, for which it is now eligible.*

The ordinance granting that TIF extension was introduced by City Council at its April 4, 2023 meeting, with a public hearing on the matter scheduled for April 18, 2023.

At the same time the original property tax TIF was approved, a companion DDA Sales Tax TIF was also approved by City Council. However, due to a fluctuating sales tax climate the sales tax TIF was never initiated. Since 2002, the City has annually granted funds to the DDA to help support its operation, peaking with a contribution of \$80,650 in 2006. In 2008, in order to secure a more predictable and sustainable funding stream to support its operation and to manage the TIF fund downtown, voters approved a 5-mill levy self-assessment. This has been instrumental support of the operation of the DDA, as the property tax TIF can only support public and capital improvement in the district. Since then, annual City funds have dropped steadily and, by agreement, have been dedicated to support of the manager of events and Friday Fest activities, following approval of the Downtown Common Consumption Area in 2012.

Rather than annually request funds from the City for downtown event support, the DDA proposes moving from a City grant-based approach to a performance-based approach with an updated Agreement for Voluntary Allocation of Sales Tax.

With this action, the annual City Community Services Funding Agreement would be dissolved and replaced with a commitment to share back 100% of the sales tax generated within the DDA starting with 2021 as a base year, with an annual minimum guarantee of \$50,000 and a ceiling of \$250,000. Approval of this proposal would be achieved by separate agreement.

Attached is a summary of this proposal, exhibits which summarize financial performance of the district and city contributions, as well as a description of how the sales tax funds would be used to stimulate continued sales tax growth with new programming, events, marketing and support for more diverse and vibrant storefront uses.

Strategic Focus Area:



Business Growth



Community Vitality



Quality of Life

Attachments:

DDA Proposal and support documentation
PowerPoint Presentation

Greeley DDA Sales Tax Proposal

HISTORY

- Greeley DDA officially formed in 1998
- The Plan of Development was approved by the City in November 2002; 2003 was established as the Property Tax TIF base year with a district gross assessed value of \$11,750,783
- State Statute allows DDAs to collect TIF revenue for 30 years from base year so 2033 is our final year (with taxes received in 2034); a 20-year extension can be granted by City Council in the last 10 years of the initial 30-year period (starting in 2023)
- A 5-mill levy was approved by voters in November 2008; instrumental in the DDA’s history since TIF revenue can only be used to support public improvements and the DDA needed a sustainable financial vehicle for the organization’s operations

GROWTH & LIMITATIONS

- The DDA’s ability to further its mission “to create, support and promote meaningful experiences, business growth and private development in Downtown Greeley” has been significantly limited over the years primarily due to:
 - Large percentage of DDA district is property tax exempt—39% in 2022 (see Exhibit A); this means that mill and TIF revenue has been static for many years (see Exhibit B)
 - Financial support from the City has declined over the years; \$56,811 has been the average annual grant/event support over the last 21 years (see Exhibit C)
- Yet over the last 14 years, the DDA district has generated an average of \$2.3M in sales tax annually
- 2020 notwithstanding, the annual average sales tax growth year over year during the same period was \$785,549 years (see Exhibit D)

SALES TAX TIF ASK

- We would like to propose moving from a grant-based approach to a performance-based approach by creating an Agreement for Voluntary Allocation of Sales Tax
- Proposal:
 - Dissolve the annual City Community Services Funding Agreement
 - City commits 100% of sales tax above and beyond the base year of 2021 back to the DDA, with a minimum guarantee of \$50,000 and a maximum guarantee of \$250,000
- Here’s how this would have worked for 2022 if this proposal were in place:

	Sales Tax Total	Difference from 2021 Base Year
2022	\$ 3,420,064.01	\$ 436,871.76
2021	\$ 2,983,192.25	

- In this case, we would have received the maximum of \$250,000—not the full \$436,871 that was generated

FUND USAGE:

3 Key Strategies from Downtown 2032- The Path Forward, as identified by the DDA Board

1. EXPERIENCE Strategy 4: Continue to activate Downtown through programming and events that are relevant and inclusive to Greeley’s diverse population (Downtown 2032- The Path Forward, p. 68)

- Background: Downtown is where people go to experience art, culture, and events—all of which contribute to an increased quality of life; in line with Objective HC-3.2 of the City’s Comprehensive Plan calls out the importance of providing “emotional renewal and relief from normal routines through art, entertainment, and activities that add to the community’s well-being and quality of life.”
 - Present Situation: DDA independently puts on 25 events each year (Blarney on the Block, 21 Friday Fests, Oktobrewfest, Trick-or-Treat Street, Holiday Open House) and collaborates on several other events (Cinco de Mayo, Youth Arts Month, Monster Day, Greeley Lights the Night Parade)
 - Why the Need:
 - Current event production is costly and getting more so every year (increased cost in insurance, supplies, security, marketing, etc)
 - Volunteerism to help run events has dropped tremendously and is unreliable at best
 - Would like to diversify the offering of events to reach a wider audience and ensure that all feel welcome downtown
 - Proposed Fund Use:
 - Hire and/or contract with individuals, groups or organizations to provide reliable event support
 - Pursue and create collaborative new events and experiences that have been untapped to reach a wider audience (ie, Rec Center classes in the park, UNC athletic rallies, daycare or homeschool outings, etc.)
 - Create a 50-50 matching grant program to help downtown businesses who are collaborating with other downtown businesses defray the cost of organizing community events in the downtown district by reimbursing up to \$1,500 of event-related expenses; this would further the goal of bringing additional visitors downtown without the burden of always relying on the DDA or the City for event programming
 - Percentage of Sales Tax Fund Allocation: 30%
2. EXPERIENCE Strategy 5: Market existing Downtown assets and amenities to both locals and visitors. (Downtown 2032- The Path Forward, p. 69)
- Background: DDA marketing efforts have been haphazard at best and we have not tapped into the power of sharing the stories of downtown business owners and all of the progress happening downtown
 - Present Situation: The DDA manages Facebook and Instagram social media accounts, produces an annual Downtown Greeley brochure that is both direct mailed and distributed via hotels, businesses and community partners, and maintains a website that displays a directory of businesses, calendar of events, and business opportunities; currently there is no formalized marketing and advertising plan
 - Why the Need:
 - Lack of cohesion and strategy has diminished the quality of marketing materials and messaging across all messaging platforms
 - We hear “we had no idea ‘such and such’ was happening” or “we had no idea that downtown was as fun with all these great businesses and developments happening” far too often which indicates the downtown message is not being heard
 - Resources have not been as effective and efficient as they could be if there was a formalized marketing plan in place

- Multiple downtown businesses have asked the DDA to strengthen marketing efforts
 - Proposed Fund Use:
 - Contract with professional marketing firm to create cohesive, robust marketing campaign aimed at the following target markets: out-of-town visitors, potential developers & new businesses, Greeley residents (especially west Greeley and the Latinx population), UNC students & staff, and current downtown property owners & businesses
 - Messaging would be focused on promoting local businesses, development growth, residential opportunities, events, unique experiences, and the many opportunities to get involved and grant programs that are available to them
 - Marketing outputs would include print materials, social media campaigns, photography & videography, billboards, website, among others
 - Procure locally-made/produced downtown merchandise, art and wear and create a strategy on how to promote these local goods in the community; we receive many requests for Greeley products both from visitors and locals—not just something with the Greeley logo on it, but unique items from Greeley makers!
 - Partner with media organizations (like BizWest) and local organizations (like the City, UNC, AIMS) on joint marketing promotions or materials
 - Percentage of Sales Tax Fund Allocation: 35%
3. ECONOMY Strategy 2: Encourage diverse, vibrant storefront uses throughout Downtown (Downtown 2032- The Path Forward, p. 59)
- Background: Downtown Greeley should be where people go to have unique shopping and dining experiences
 - Present Situation: A number of properties, especially in Central Downtown, have service-related businesses in the ground level that do not contribute to foot traffic, visitor growth, or aesthetic vibrancy
 - Why the Need:
 - Both empty spaces or uses such as law offices, engineering firms, or real estate offices being located at the storefront level diminish the availability of prime retail and restaurant space that could bring more visitors to downtown and positively enhance the vibrancy of downtown
 - Storefronts that are not activated do not generate sales tax, and those that are vacant contribute to a blighted condition
 - Proposed Fund Use:
 - Create a Retail Conversion Grant that would reimburse retail storefront businesses for converting and upgrading previously non-retail properties in the DDA to encourage additional retail development; this grant program has been very successful in Downtown Longmont
 - Invest in additional lighting downtown to allow downtown shoppers and visitors to feel safe and comfortable visiting businesses after dusk
 - Marketing efforts identified above will also greatly benefit downtown businesses
 - Percentage of Sales Tax Fund Allocation: 35%

EXHIBIT A: DDA Sales/Use Tax

January 1- December 31

	DDA TIF N 13th St	DDA TIF S 13th St	Downtown Plaza	TOTAL	Value Change from Prior Year	% Change from Prior Year	Tax Rate
2022	\$ 1,990,986.94	\$ 826,026.88	\$ 603,050.19	\$ 3,420,064.01	\$ 436,871.76	12.8%	4.11%
2021	\$ 1,724,022.62	\$ 723,984.50	\$ 535,185.13	\$ 2,983,192.25	\$ 512,312.27	17.2%	4.11%
2020	\$ 1,399,850.34	\$ 661,079.39	\$ 409,950.25	\$ 2,470,879.98	\$ (616,735.47)	-25.0%	4.11%
2019	\$ 1,749,043.17	\$ 757,743.55	\$ 580,828.73	\$ 3,087,615.45	\$ 9,313.52	0.3%	4.11%
2018	\$ 1,809,100.44	\$ 725,917.76	\$ 543,283.73	\$ 3,078,301.93	\$ 302,872.07	9.8%	4.11%
2017	\$ 1,634,845.18	\$ 666,656.50	\$ 473,928.18	\$ 2,775,429.86	\$ 462,247.49	16.7%	4.11%
2016	\$ 1,273,646.01	\$ 611,339.82	\$ 428,196.54	\$ 2,313,182.37	\$ 187,732.36	8.1%	4.11%
2015	\$ 1,158,037.68	\$ 601,762.64	\$ 365,649.69	\$ 2,125,450.01	\$ (26,361.97)	-1.2%	3.46%
2014	\$ 1,171,255.58	\$ 635,606.09	\$ 344,950.31	\$ 2,151,811.98	\$ 241,275.10	11.2%	3.46%
2013	\$ 991,814.39	\$ 624,969.23	\$ 293,753.26	\$ 1,910,536.88	\$ 183,973.14	9.6%	3.46%
2012	\$ 908,312.15	\$ 572,620.63	\$ 245,630.96	\$ 1,726,563.74	\$ 91,706.27	5.3%	3.46%
2011	\$ 871,136.49	\$ 534,875.13	\$ 228,845.85	\$ 1,634,857.47	\$ 125,273.62	7.7%	3.46%
2010	\$ 804,643.53	\$ 498,585.62	\$ 206,354.70	\$ 1,509,583.85	\$ 284,105.49	18.8%	3.46%
2009	\$ 686,211.91	\$ 355,001.22	\$ 184,265.23	\$ 1,225,478.36			3.46% *Missing Jan 2009

AVERAGE Annual Sales Tax	AVERAGE Value Change (*excl. 2020)
\$ 2,315,210.58	\$ 785,549.75

EXHIBIT B: Greeley DDA Assessed Value 2009-2002

	Assessed Value	Exempt Value	% Assessed Exempt
2009	\$ 37,846,410	\$ 10,737,220	28%
2010	\$ 37,773,380	\$ 11,460,710	30%
2011	\$ 43,783,920	\$ 18,529,210	42%
2012	\$ 43,749,240	\$ 18,457,180	42%
2013	\$ 44,320,940	\$ 20,129,150	45%
2014	\$ 44,570,790	\$ 20,227,820	45%
2015	\$ 44,466,610	\$ 18,525,860	42%
2016	\$ 42,198,800	\$ 18,406,510	44%
2017	\$ 48,136,280	\$ 18,284,770	38%
2018	\$ 58,931,910	\$ 22,262,970	38%
2019	\$ 65,311,880	\$ 24,639,920	38%
2020	\$ 66,686,210	\$ 24,633,880	37%
2021	\$ 71,942,470	\$ 27,475,850	38%
2022	\$ 73,597,960	\$ 28,617,810	39%

SOURCE:

<https://www.weldgov.com/Government/Departments/Assessor/Taxing-Authority-Information/Abstract-Reports>

EXHIBIT C: Greeley DDA TIF & Mill Levy History

TAX YEAR	Year of Receipt	GROSS Assessed Value*	Mill Levy Revenue	Increment Value*	Base Value	Increment %	Base %	Total District Mill Levy (less DDA 5 mills)	GROSS TIF Revenue
2003	2004	\$ 11,750,783		\$ -	\$ 11,750,783				\$ -
2004	2005	\$ 11,860,880		\$ 110,100	\$ 11,750,780	0.9283%	99.0717%	86.519	\$ 9,419.00
2005	2006	\$ 12,552,650		\$ 877,840	\$ 11,674,810	6.9933%	93.0067%	80.941	\$ 70,246.00
2006	2007	\$ 12,264,230		\$ 572,200	\$ 11,692,030	4.6656%	95.3344%	79.429	\$ 44,954.00
2007	2008	\$ 23,539,310		\$ 2,860,020	\$ 20,679,290	12.1500%	87.8500%	75.561	\$ 214,785.00
2008	2009	\$ 24,714,320		\$ 4,220,250	\$ 20,494,070	17.0761%	82.9239%	70.261	\$ 310,522.00
2009	2010	\$ 27,109,190	\$ 132,877.00	\$ 4,718,018	\$ 22,391,172	17.4038%	82.5962%	75.278	\$ 344,814.00
2010	2011	\$ 26,312,670	\$ 132,496.00	\$ 3,921,498	\$ 22,391,172	14.9035%	85.0965%	75.823	\$ 310,150.00
2011	2012	\$ 25,254,710	\$ 124,384.00	\$ 3,793,930	\$ 21,460,780	15.0227%	84.9773%	76.560	\$ 290,703.00
2012	2013	\$ 25,292,060	\$ 125,207.00	\$ 3,995,740	\$ 21,296,320	15.7984%	84.2016%	76.769	\$ 309,776.00
2013	2014	\$ 24,191,790	\$ 121,338.00	\$ 3,821,910	\$ 20,369,880	15.7984%	84.2016%	76.819	\$ 303,346.00
2014	2015	\$ 24,342,970	\$ 120,050.00	\$ 3,984,210	\$ 20,358,760	16.3670%	83.6330%	75.554	\$ 298,721.00
2015	2016	\$ 25,940,750	\$ 130,410.00	\$ 4,245,720	\$ 21,695,030	16.3670%	83.6330%	73.710	\$ 285,424.00
2016	2017	\$ 23,792,290	\$ 127,943.00	\$ 3,342,710	\$ 20,449,580	14.0496%	85.9504%	73.988	\$ 238,594.00
2017	2018	\$ 29,851,510	\$ 159,176.00	\$ 6,196,070	\$ 23,655,440	20.7563%	79.2437%	83.275	\$ 496,173.00
2018	2019	\$ 36,668,940	\$ 158,376.00	\$ 12,409,926	\$ 24,259,014	33.8432%	66.1568%	82.823	\$ 898,182.00
2019	2020	\$ 40,671,960	\$ 201,931.00	\$ 9,581,433	\$ 31,090,527	23.5578%	76.4422%	87.400	\$ 831,477.00
2020	2021	\$ 42,052,330	\$ 207,759.50	\$ 10,676,015	\$ 31,376,315	25.3875%	74.6125%	87.171	\$ 917,979.16
2021	2022	\$ 44,466,620	\$ 225,358.96	\$ 11,596,894	\$ 32,869,726	26.0800%	73.9200%	87.447	\$ 1,011,601.67
2022	2023	\$ 44,980,150	\$ 224,900.75	\$ 12,228,126	\$ 32,752,024	27.1856%	72.8144%	87.199	\$ 1,066,280.36

EXHIBIT A: DDA Sales/Use Tax

January 1- December 31

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2012	\$ 908,312.15	\$ 572,620.63	\$ 245,630.96	\$ 1,726,563.74	\$ 91,706.27	5.3%	3.46%
2011	\$ 871,136.49	\$ 534,875.13	\$ 228,845.85	\$ 1,634,857.47	\$ 125,273.62	7.7%	3.46%
2010	\$ 804,643.53	\$ 498,585.62	\$ 206,354.70	\$ 1,509,583.85	\$ 284,105.49	18.8%	3.46%
2009	\$ 686,211.91	\$ 355,001.22	\$ 184,265.23	\$ 1,225,478.36			3.46%

*Missing Jan 2009

AVERAGE Annual Sales Tax	AVERAGE Value Change (*excl. 2020)
\$ 2,315,210.58	\$ 785,549.75



Downtown Tax Revenue Support

City Council Work Session
April 11, 2023



Background

- Downtown Development Authority was established in 1998
- An accompanying DDA “Plan of Development” was approved by Council in 2002, which formed the Downtown property tax increment with a base year of 2003
- State law allows downtown authorities to collect property tax increment from new construction over the base year valuation in approved districts for 30 years
- Greeley’s DDA can collect revenue until 2033 (with revenue collected in 2034)

Greeley DDA TIF Investments

- **DDA has devoted its TIF funds to support:**
 - Major redevelopment projects such as the DoubleTree hotel, Maddie Apartments, 55+ Resort Apartments, the Firestone Building Remodel and, most recently the Milhaus Apartment Project
 - Provide matching façade grants to upgrade storefronts for numerous commercial properties, public art, tree lighting, wayfinding and other streetscape improvements in the district



Extension Opportunity

- State law allows municipalities to grant a 20-year extension in the last 10 years of the initial 30-year TIF period for eligible property improvements
- The Greeley DDA requests City Council to approve this extension in order to:
 - Support continued redevelopment investment in the District
 - Assist with the implementation of the recently updated 2032 Downtown Strategic Plan

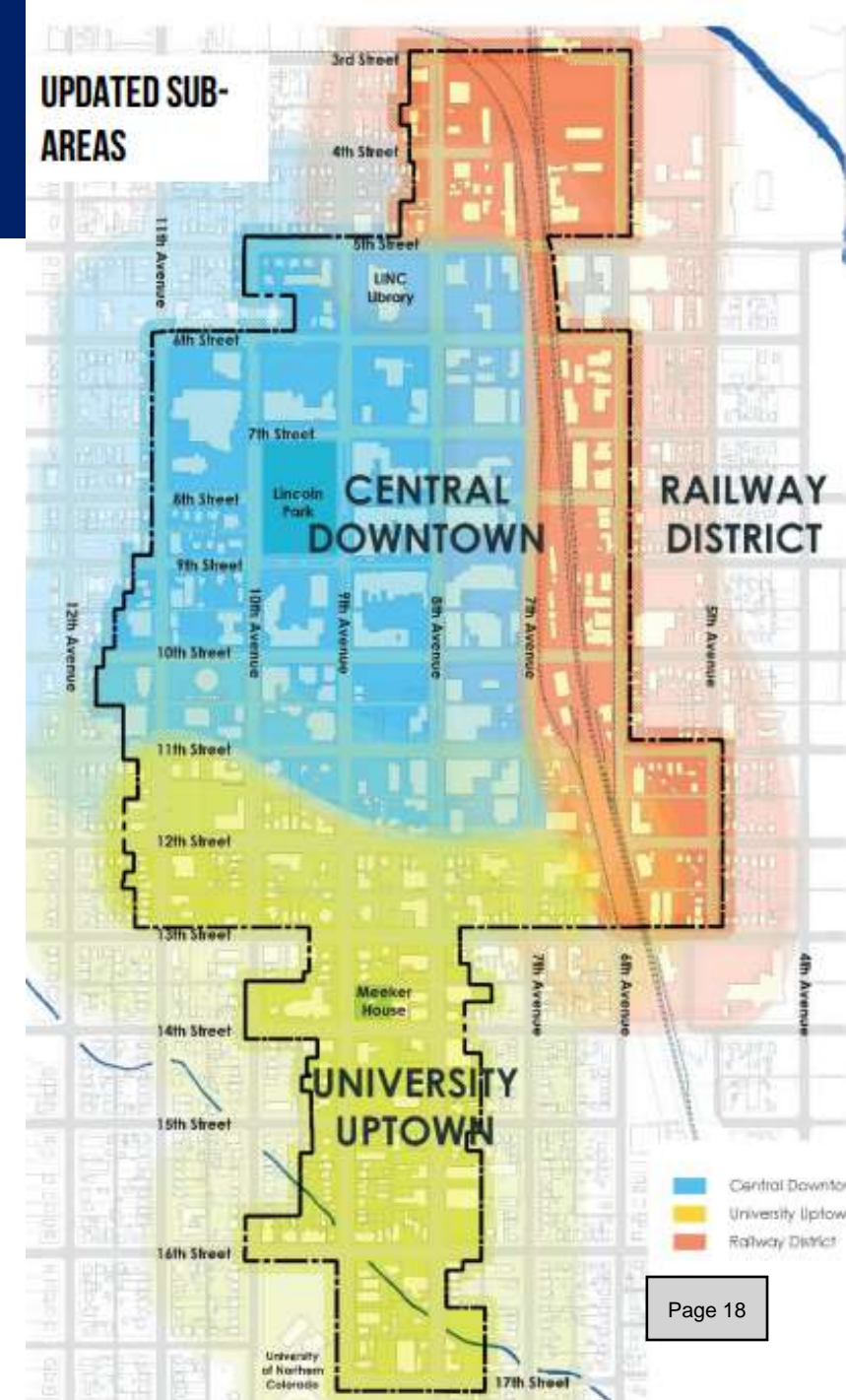


Sales Tax TIF Agreement

- At the same time the original property tax TIF was approved, a companion DDA Sales Tax TIF was also approved by City Council (*“Agreement for Voluntary Allocation of Sales Tax”*)
- That Sales Tax Agreement, however, was not activated due to a fluctuating sale tax climate at the time; instead, the City provided annual financial support to augment the budget for the general operation of the DDA
- Annual City funding of the DDA began to drop starting in 2007. In 2008, Downtown voters approved a 5-mill property tax levy to provide a stable and sustainable resource to support the operation of the DDA and administration of the Tax Increment Fund
- In lieu of the City’s annual funding contract, the DDA proposes to now update and initiate the Voluntary Sales Tax Agreement with some key modifications

Sales Tax TIF Proposal

- Instead of using the original base year of 2002, bring the agreement current with the base at the 2021 level (\$2,983,292). For reference, the sales tax increase between 2021 and 2022 (\$3,420,064) was \$436,872
- The current City/DDA contractual agreement (~ \$50k annually) partially supports DDA's annual 25+ events/programming (Friday Fests, Blarney on the Block, Oktobrewfest, etc.).
- This proposal eliminates the City contract in lieu of activating the annual DDA sales tax collection with a guaranteed base of \$50k, and ceiling of \$250k
- This allows a range of certainty for planning and promotion by the DDA, as well as financial 'bookends' for the City's budget. It is a performance-based fund in that it 'rewards' the DDA for its success in generating more sales tax in its district up to a set amount



Sales Tax TIF Fund Use

- The DDA proposed use of the Sales Tax Agreement would offer important stability to its operations with a focus on three primary priorities:
 - **Expand the Downtown Experience** (arts & entertainment, event support, and atmosphere)
 - **Brand Support** (placemaking, leveraged marketing of Downtown events, procurement of local products and merchandise, support for downtown makers)
 - **Business Support** (activate vacant spaces, stimulate the downtown economy, attract visitors and shoppers, promote business start-ups and expansion)

- Augment Downtown Plan Implementation

Decisions and Next Steps

- DDA TIF extension ordinance introduced at the April 4, 2023 Council meeting; public hearing and final adoption scheduled for April 18, 2023
- Authorize the update to the Voluntary Allocation of Sales Tax Agreement to allow collection and distribution to the DDA as proposed, with specific program outcomes and metrics for annual review



Questions

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Work Session Agenda Summary

April 11, 2023

John Karner, Finance Director

Title:

American Rescue Plan Act (ARPA)-Program Update

Background:

Since our last update on December 13, 2022, the city's ARPA Program has been solidified and is in the application phase for internal and external partners. Staff have been working to develop guidelines for the application, scoring/review, award, and post-award process. Outreach on the ARPA program has been ongoing. This includes providing presentations to existing Boards, Committees, and various promotions on social media platforms. Overall, our team has seen strong support and excitement for the opportunities this one-time funding will bring to our community.

ARPA applications are due by 5PM (MT) on May 19, 2023. Applications will be reviewed and scored by committees and will present final award recommendations to the City Manager's Office and Council. The ARPA program will align with the city's budget process and awards are expected to be made late Fall of 2023.

Projects are not expected to begin until January 2024 and will need to be completed by December 31, 2026, to comply with the Department of Treasury's guidelines.

Attachments:

ARPA- PowerPoint Presentation

American Rescue Plan Act (ARPA)

City Council Work Session-ARPA Update

April 11, 2023

Presentation Agenda

- ARPA Program Development
- Community Outreach
- Program Timeline
- Next Steps and Discussion

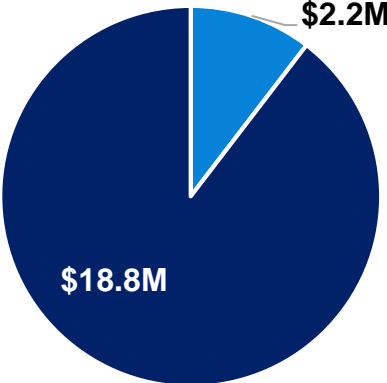


Greeley's ARPA Dollars - Overview

- ARPA is a \$1.9 trillion economic stimulus bill intended to speed the United States' recovery from the economic & health effects of the COVID-19 pandemic.
- The City of Greeley was allocated \$21 Million.
- The eligible funding categories are Revenue Loss, Infrastructure Support, Premium Pay and Public Health.
- Like many municipalities, Greeley is designating its entire award as revenue loss which allows for increased flexibility in how funds are spent and has less burdensome reporting requirements.

**Greeley ARPA Award
\$21 Million**

- Obligated Funds (10%)
- Available Funds (90%)



ARPA Program Development

- **Eighteen million** in available funds are open for applications
 - Anticipate \$2 million for outside agency projects (10% of total)
 - Remaining for city priority projects and administrative costs
- **Four priority areas** identified



Building Community Resilience



Enhancing Mobility



Creating Community, Quality of Life and Destinations



Activating Economic Corridors

- **Community engagement** will focus on the priority areas and their sub priorities. Results will be incorporated into the project scoring process.
- **Project applications** will be scored by committees and recommended to Council as part of the annual budget process.

Successful Projects

- ✓ Align with City Priorities
- ✓ Community Support
- ✓ Financially Sustainable
- ✓ Feasible & Timely
- ✓ Return on Investment
- ✓ Equitable Outcomes

Community Outreach

Launched February 3rd

ARPA Landing Page - [Understanding the City of Greeley's receipt of ARPA funds \(greeleygov.com\)](https://greeleygov.com)

- Provides general information about Greeley's ARPA program and answers FAQs
- Will be the public-facing location for statistics and reporting on how money is spent

Speak Up Greeley Community Survey – [American Rescue Plan Act \(ARPA\) | Speak Up Greeley](#)

Asks the public to rank the four priority areas and associated sub-priorities

- Results will feed into the application scorecard
- The priority area with the most community support will be weighted heavier

Help Greeley Decide How to Spend \$18.8 Million

The city wants your feedback in determining how to spend funds awarded by the federal government.

A stimulus program known as the American Rescue and Recovery Act (ARPA) allocated \$21 million to the city. The available funds of \$18.8 million must be spent on eligible expenses directed at recovery efforts related to the pandemic.

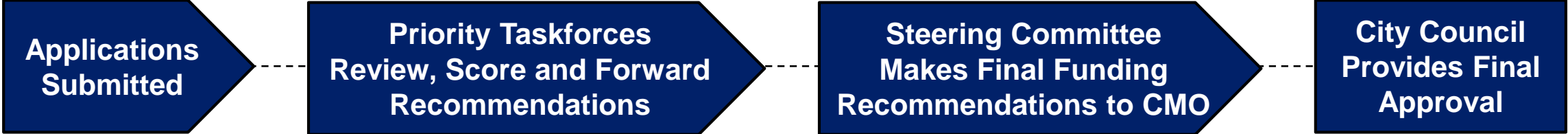
The city has identified four categories for allowable expenses:

- Building Community Resilience
- Enhancing Mobility
- Creating Community, Quality of Life, and Destinations
- Activating Economic Corridors

Please take five minutes to rank priorities in the four categories. The city will review responses to help inform where to invest.



Process Flow and Committee Makeup



Applications

Must align with (at least) one of the four priority areas.

Opened

March 20th

Due

May 19th

Priority Taskforces
Review, Score and Forward Recommendations

Priority Taskforces

Made up of city leaders representing each priority area. These members will review and score applications. Each priority area will have five to seven taskforce members. |

Steering Committee
Makes Final Funding Recommendations to CMO

Steering Committee

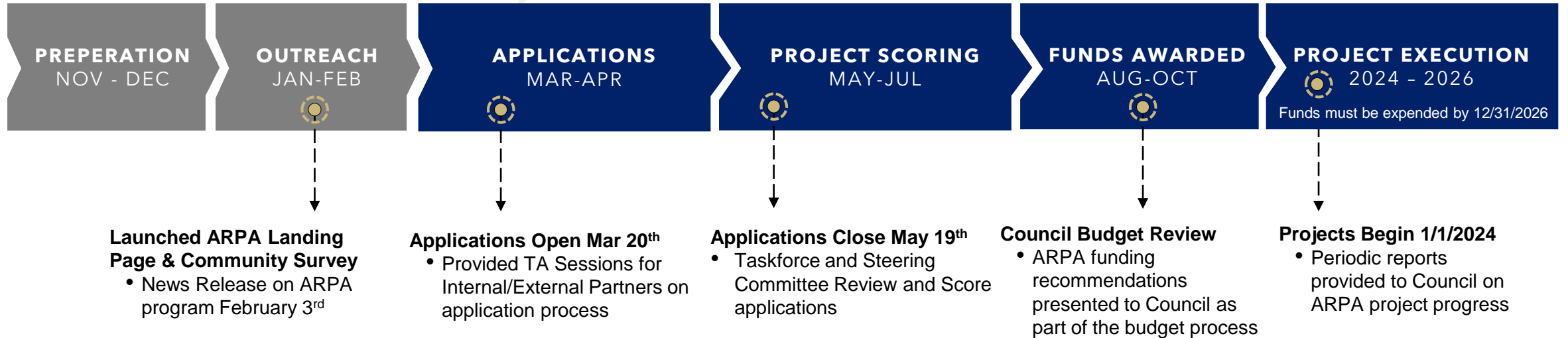
Cross-functional team of city leadership; members who have experience with the budget process and can provide insights on the ROI of completing proposals. |

City Council
Provides Final Approval

Aligns with Budget Process



Program Timeline and Next Steps



Questions and Discussion

Appendix



ARPA Priority Areas - Detail



Building Community Resilience – Council Priority: Housing For All & Safe and Secure Communities

Community resilience is the capacity of a community’s systems, businesses, institutions, and individuals to survive, adapt and thrive when met with challenges. The vision for a resilient Greeley is one where residents of all socio-economic levels can secure quality housing, where residents and visitors work in partnership with public safety to ensure neighborhoods are well-maintained, safe, and secure, and where all members of the community have access to the services they need to be safe, healthy and successful.

Sub-Priorities: Homeless Services / Affordable Housing Support / Community Policing / Social Services / Emergency Preparedness / Public Health

**Planned
Funding
Allocation:**



Creating Community, Quality of Life and Destinations – Council Priority: Quality of Life Amenities

Greeley is a destination where all residents and visitors enjoy the arts, social engagement, outdoor pursuits, beautiful vistas, and natural areas. Neighborhoods thrive with parks, trails, and recreational facilities within walking distance. Annual festivals, museums, and celebrations reflect a rich cultural heritage and welcome new traditions. Educational opportunities for lifelong learning are abundant. Creative industries, arts and entertainment programs offer regional destinations and foods, experiences, and products from around the world to ensure a high quality of life.

Sub-Priorities: Distinctive Community Events / Investment in Natural Areas / Youth development / Cultural programs / public art/ Tourism & Visitor Support

**\$2M anticipated
to external
partners**



Enhancing Mobility – Council Priority: Infrastructure and Mobility

How will people get around 10, 20, or 30 years from now? It is important for the City to anticipate and adapt to innovations such as connected and autonomous vehicles, transit, rideshare like Uber and Lyft, e-bikes, changes in travel mode, and other advancements when planning future infrastructure. Mobility planning addresses the need to reduce emissions through improved system efficiencies and encouraging a variety of different modes of travel.

Sub-Priorities: Multi-modal investments (bike/ped) / Transit Services / Sidewalk improvements / ADA accessibility improvements

**~ \$16M
remaining for
City key priority
projects and
admin costs**



Activating Economic Corridors – Council Priority: Business Growth & Community Vitality

Greeley’s economic corridors and employment centers are important gathering spaces for people to work, shop, eat, drink and connect. These spaces should be safe, walkable and inviting, encouraging residents and visitors to explore and interact with local businesses and members of their community. When designed and maintained effectively, economic corridors attract investment and generate economic activity.

Sub-Priorities: Small business support / Investment in targeted economic corridors/ New Primary Business Attractio

Successful Projects

✓ **Aligns with City Priorities**

Project aligns with at least one of the established ARPA priority areas and by extension a City Council priority.

✓ **Has Community Support**

Project supports an existing city plan/initiative that included public engagement and the broader topic ranked well on the ARPA Community Survey (survey results will be shared before applications close in May).

✓ **Is Financially Sustainable**

Project is financially sustainable with little to no ongoing cost to the City (ARPA dollars are one-time).

✓ **Is Feasible & Timely**

Project will be completed with all funds expended no later than December 31, 2026. Think “shovel ready”.

✓ **Demonstrates Return on Investment**

Project is shown to be impactful to the community through detailed metrics, high quality evidence and analysis. Upfront investment will yield longer term gains (financially, through improved quality of life, efficiency gains, etc.)

✓ **Promotes Equitable Outcomes**

Project is designed to positively serve one or more disproportionately impacted populations and provides clearly linked proposed outcomes.

Avoid projects that are:

- ⊗ Highly Programmatic (staffing/admin costs)
- ⊗ Not Timely (multi-year efforts)
- ⊗ Don't align with established priority area
- ⊗ Have another established funding source



Work Session Agenda Summary

Title

Scheduling of Meetings, Other Events

Summary

During this portion of the meeting the City Manager or City Council may review the attached Council Calendar or Work Session Schedule regarding any upcoming meetings or events.

Attachments

Council Meetings and Other Events Calendar

Council Meeting and Work Session Schedule

Status Report of Council Initiatives and Related Information

April 10, 2023 - April 16, 2023

April 2023							May 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

Monday, April 10

Tuesday, April 11

6:00pm - City Council Work Session Meeting (R_CCS_Council Chambers - WiFi Ready) - Council Master Calendar ↻

Wednesday, April 12

Thursday, April 13

3:00pm - 3:30pm Ceremonial unveiling of "Call to Action," a sculpture by artist James Lynxwiler- Fire Station #6 (Fire Station #6 main entrance, 10603 W. 20th Street) - Council Master Calendar

6:30pm - 8:00pm Highway 85 Coalition/Mayors Bullseye Meeting (Changes with each meeting) - Council Master Calendar ↻

Friday, April 14

Saturday, April 15

Sunday, April 16

April 17, 2023 - April 23, 2023

April 2023							May 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

Monday, April 17

Tuesday, April 18

- 5:15pm - 6:00pm **2023 National Youth Service Day Awards Ceremony** (City Center South 1001 11th Ave Greeley, CO Room 227 2nd Floor) - Council Master Calendar
- 6:00pm - **City Council Meeting** (R_CCS_Council Chambers - WiFi Ready; R_CCS_Council Chambers Overflow Room 103) - Council Master Calendar ↻



Wednesday, April 19

- 7:30am - Visit Greeley (Butler) ↻
- 2:00pm - 5:00pm **Water & Sewer Board (Gates)** ↻

Thursday, April 20

- 7:30am - 8:30am **DDA (DeBoutez/Butler)** ↻
- 3:30pm - 4:30pm **Airport Authority (Clark/Payton)** ↻

Friday, April 21

Saturday, April 22

Sunday, April 23

April 24, 2023 - April 30, 2023

April 2023							May 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

Monday, April 24

- 11:30am - 12:30pm Greeley Chamber of Commerce (Hall) ↻
- 6:00pm - 7:00pm Youth Commission (Clark) ↻

Tuesday, April 25

- 6:00pm - City Council Work Session Meeting (R_CCS_Council Chambers - WiFi Ready) - Council Master Calendar ↻

Wednesday, April 26

- 7:00am - 8:00am Upstate Colorado Economic Development (Gates/Hall) (Upstate Colorado Conference Room) - Council Master Calendar ↻
- 5:00pm - 6:00pm Reminder - Holocaust Memorial Observances Annual Dinner ***RSVP by April 5, 2023*** (Aims Community College 4901 West 20th Street Greeley, CO (Welcome Center Third Floor Ballroom A)) - Council Master Calendar

Thursday, April 27

- 5:30pm - 7:00pm Boards & Commission Appreciation Reception (UNC (Long's Peak Ballroom) 2101 10th Ave Greeley CO) - Council Master Calendar
- 6:00pm - 7:00pm BOCC & Weld Municipalities Quarterly Conference Call (Microsoft Teams Meeting) - Council Master Calendar

Friday, April 28

Saturday, April 29

- 9:00am - 10:00am Annual Arbor Day Celebration (Glenmere Park; Meet at Playground) - Council Master Calendar

Sunday, April 30

May 1, 2023 - May 7, 2023

May 2023							June 2023							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
		1	2	3	4	5	6					1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10	
14	15	16	17	18	19	20	11	12	13	14	15	16	17	
21	22	23	24	25	26	27	18	19	20	21	22	23	24	
28	29	30	31				25	26	27	28	29	30		

Monday, May 1

Tuesday, May 2

6:00pm - 6:30pm City Council Meeting (R_CCS_Council Chambers - WiFi Ready; R_CCS_Council Chambers Overflow Room 103) - Council Master Calendar ↻



Wednesday, May 3

Thursday, May 4

- 7:30am - Poudre River Trail (Hall)** ↻
- 3:30pm - IG Adv. Board (Butler)** ↻
- 6:00pm - 8:30pm North Front Range MPO Meeting (Olson/Payton)** ↻

Friday, May 5

Saturday, May 6

Sunday, May 7

City Council Meeting Scheduling 2023

4/6/2023			
This schedule is subject to change			
Date/Type	Description	Sponsor	Placement/Time
April 18, 2023 Council Meeting	Proclamation - National Library Week	Mayor	Intro
	Proclamation - Holocaust Memorial Observances	Mayor	Intro
	Proclamation - Youth Service Day	Mayor	Intro
	Proclamation - National Crime Victims' Rights Week	Mayor	Intro
	Minutes Approval (3/28/23 Work Session; 4/4/23 Council Meeting)	Heidi Leatherwood	Consent
	Consideration of a Resolution Ratifying Appointment - Clearview Library District	Heidi Leatherwood	Consent
	Intro & 1st Rdg Ord - Set City Manager Salary	Noel Mink	Consent
	Intro & 1st Rdg Ord - Set City Attorney Salary	Noel Mink	Consent
	Intro & 1st Rdg Ord - Set Municipal Court Judge Salary	Noel Mink	Consent
	Intro & 1st Rdg Ord - Stoneybrook Rezone	Don Threewitt	Consent
	PH & 2nd Rdg Ord - Cisneros Rezoning	Becky Safarik	Regular
	PH & 2nd Rdg Ord - DDA TIF Extension	Becky Safarik	Regular
	Boards & Commissions Appointments	Heidi Leatherwood	Regular
April 25, 2023 Council Work Session	W&S Dept. Update on Integrated Water Resources Strategic Plan (IWRP)	Sean Chambers	
	2021 Certified Annual Financial Report	John Karner	
	Shopping Cart Code Amendment Review	Becky Safarik	
	Legislative Review	Stacy Coons	
May 02, 2023 Council Meeting	Proclamations - Historic Preservation Month	Mayor	Intro
	Proclamation - National Travel & Tourism Week	Mayor	Intro
	Proclamation - Small Business Week	Mayor	Intro
	Minutes Approval (4/11/23 Work Session; 4/18/23 Council Meeting)	Heidi Leatherwood	Consent
	Consideration of a Resolution Appointing Primary Liquor License Officer	Heidi Leatherwood	Consent
	Intro & 1st Rdg Ord - Code Amendment to Designate Posting Sites for B&C Meeting Notices	Heidi Leatherwood	Consent
	Intro & 1st Rdg Ord - Grant Approval limits	John Karner	Consent
	PH & 2nd Rdg Ord - Stoneybrook Rezone	Don Threewitt	Regular
	PH & 2nd Rdg Ord - Set City Manager Salary	Noel Mink	Regular
	PH & 2nd Rdg Ord - Set City Attorney Salary	Noel Mink	Regular
PH & 2nd Rdg Ord - Set Municipal Court Judge Salary	Noel Mink	Regular	
May 09, 2023 Council Work Session	Overview of SUTS collection system	John Karner	
	Greeley Long-Term Revenue Needs	John Karner	
	Legislative Review	Stacy Coons	

Greeley City Council

Status Report of Council Initiatives

Initiative No.	Council Member Initiating	Council Request	Council Meeting or Work Session Date Requested	Status or Disposition (After completion, item is shown one time as completed and then removed.)	Next Steps & Schedule	Anticipated Deliverable & Date (Report, Council Presentation, etc.)	Assigned to:
15-2021	Olson	Formation of a committee for implementation of a funding strategy for the 35th and 47th interchanges.	December 7, 2021 Council Meeting	Councilmember Olson will be following up with Manager Lee and Director Trombino on next steps	Pending outcome of federal grant application submitted	Report to Council early 2023	Paul Trombino
09-2022	Butler	Review traffic and safety surrounding 15 acre open area between 71st Avenue and 8th Street	June 7, 2022 Council Meeting	Requested that Public Works review the traffic and to improve safety in this congested area.	Additional signage installed for traffic and parking. Staff worked with School District, builder and GPD to ensure road is passable for school buses. GPD will focus enforcement times to ensure compliance with posted speed limit. Staff developing neighborhood safety improvement options and working with School District on transportation issues to improve coordination and support related to safety and infrastructure around school sites.	Anticipate providing report to Council on Improvements in early 2023	Paul Trombino
10-2022	Butler	Review costs and strategies to live stream Planning Commission and Water Board meetings for public and Councilmembers	June 7, 2022 Council Meeting	Asked staff to investigate the cost of live streaming Planning Commission and Water and Sewer Board meetings and return to Council with findings	Additional technology costs ~ \$15,000. Parts are backordered, eta approx. mid-January. Anticipate additional operation costs to include 1 add'l staff at each B&C meeting to accommodate hybrid meeting. Assessing costs related to staffing, overtime expenses or other flexible staff options. Some testing has occurred for broadcasting of meetings. Additional equipment testing will be done once equipment is received. Staff will identify long-term operational impacts at that time.	Anticipated report to Council 1st Qtr 2023	Kelli Johnson
16-2022	Clark	Concerns over the increase in incidents and safety in the tunnel under Hwy 34 in the Hillside/Farr Park neighborhood	November 1, 2022 Council Meeting	Requested staff study implementing a closure of the tunnel entrance between the hours of 10:00 PM and 7:00 AM over safety concerns	Neighborhood meeting scheduled for 1/25/23 5:30 - 7:00 pm at Jackson Elementary.	Report to Council at 5/23/23 WS	Paul Trombino/Becky Safarik
17-2022	DeBoutez	Expressed concern about neighborhood issues, i.e. speeding and noise violations. Expressed concern about growing number of Air BNB's in neighborhoods and additional nuisances from those rentals	November 15, 2022 Council Meeting February 21, 2023 Council Meeting	Requested GPD and PW research technologies available for traffic calming, speed/red light cameras and decibel measuring devices to improve safety, wellbeing and quality of life in Greeley. Requested staff also research effects of Air BNB rentals on neighborhood nuisance problems. Add this research to current PW/GPD report on adding technology tools to combat neighborhood issues.	CMO recommendation - Do we invest in additional technology tools and structure to combat neighborhood issues? PW/GPD provide report on technologies available, cost of such technology, and how different technologies are used in other communities and the results of implementing such technology. GPD completed research and provided to CMO. Waiting for direction on if this will be provided in CM report to Council or at WS. (3/21/23)	Work Session report/CMO recommendation on neighborhood issues and technological options	Adam Turk/Paul Trombino

Item No. 7.

01-2023	Butler	Costs and feasibility study of translation services for agendas and meetings	January 3, 2023 Council Meeting	Request staff research the costs and feasibility of translating the agenda, agenda packet and live streamed meetings in other languages? Is Spanish the predominant language for translation or are other languages also appropriate?	CCO to work with C&E to gather statistical information for report.	Work Session Report	City Clerk's Office/Communication & Engagement
03-2023	Butler	Limits on individual campaign contributions	February 7, 2023 Council Meeting	Research and gather information from other municipalities to determine if they have implemented campaign contribution limits and provide update of what the process would be to set limits for individual campaign contributions	CCO/CAO to come back to Council at a work session regarding the process	CCO/CAO report to Council	CCO/CAO
04-2023	Hall	Bridge over creek along the Poudre River Trail in Pumpkin Ridge area	March 7, 2023 Council Meeting	Would like a written report to Council regarding the history of the project and possibility of putting a wooden foot bridge across the trail and the timeline	Public Works	PW report to Council	PW
06-2023	Clark/DeBoutez	Asked staff to research zoning codes for artificial grass in housing developments	March 21, 2023 Council Meeting	Asked staff to research the zoning regulations and standards for putting artificial grass in residents' front yards and research the landscape code and provide updates on the alternatives for water conservation	Community Development/Water Conservation	CMO/Report to Council	CD/Water