



AGENDA  
HAYDEN ECONOMIC DEVELOPMENT COMMISSION  
HAYDEN TOWN HALL – 178 W JEFFERSON AVENUE, HAYDEN  
TUESDAY, AUGUST 2, 2022  
6:00 P.M.

ATTENDEES/COMMISSIONERS CAN PARTICIPATE VIRTUALLY VIA ZOOM WITH THE INFORMATION BELOW:

Join Zoom Meeting

<https://us02web.zoom.us/j/87067517387?pwd=RURWTEhQSkdSY0Y1L3MwaU45TTlkdz09>

Meeting ID: **870 6751 7387**

Passcode: **449070**

One tap mobile

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**REGULAR MEETING**

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. OLD BUSINESS
  - a. 2022 HEDC Plan – Strategy and projects milestones update
  - b. Business Pitch Competition discussion & planning
5. NEW BUSINESS
  - a. Economic Development Incentives requests
    - Franciosi Brothers and Creek View Grill
6. STAFF AND COMMISSION MEMBER REPORTS
7. ADJOURNMENT

*NOTICE: Agenda is subject to change up to 24 hours before scheduled meeting. If you require special assistance in order to attend any of the Town's public meetings or events, please notify the Town of Hayden at (970) 276-3741 at least 48 hours in advance of the scheduled event so the necessary arrangements can be made.*

# Hayden COLORADO 2022 PLAN

DEPARTMENT: Economic Development Commission

ROLE OF THIS DEPARTMENT: Serve as an advocate and supporting partner for the Town of Hayden Economic Development Director.

2022 GOAL:

OBJECTIVE:  
Enable Economic Business Prosperity for the Town of Hayden

STRATEGIES	PROJECTS	KEY MILESTONES			
		1st QUARTER Due Date	2nd QUARTER Due Date	3rd QUARTER Due Date	4th QUARTER Due Date
1. Support business growth through land development	MATHEW/Tegan: Reconstruct 135 Walnut into usable space	April 7, 2022 Council to make Decision on Building Future	June 30 2022 complete CD plans assuming new building. Secure RCEDP grant extension for reconstruction.	Grants identified and turned in to complete reconstruction	Deconstruction completed Prepare RFP
	MATHEW/Kevin/Tegan: Establish the Northwest Colorado Business District to support business growth & expansion		Begin Annexation	Research regarding site design consultant September determination of grant funding through EDA	Annexation completed Consider marketing materials when phase 1 is nearing completion
	TEGAN/Caroline/Erin: Enhance the Downtown District for expanded business opportunity & community usability		Become a Colorado Main Street affiliate member	Support the promotion of the Hayden Farmer's Market Complete installation of Community Garden	
	ALLESHA: Reinvision the Race Track for broader use	Complete contract with UCD UTA to reinvision use for Race	May - get mapping and CUP documentation to UCD. June - Kickoff meeting with design team	Develop preliminary renderings Begin community engagement	Complete community engagement Plan presented articulating high and best uses, based on community feedback
	TEGAN/Steve: Launch the Attainable Housing Policy Program to enable home purchases		Presented preliminary ideas to Town Council Review Housing Needs Assessment and present to Town Council and Planning Commission 5/16	Review Housing Action Plan and present to Council Present draft housing and incentive policy to Town Council Adopt housing and incentive policies	
2. Attract & Mentor Business Owners	BRISTOL/Mathew/Alesha/EDC: Launch a Business Retention & Expansion program	Create Business List	Develop engagement strategy for existing businesses	Develop interview materials Conduct informal interviews Partner with RCEDP to develop strategy for 2023 BRE survey	Conduct informal interviews Compile interview data and present to EDC, given interviews have been completed
	ALLESHA/EDC: New Business Outreach campaign		Research attraction campaigns in other communities	Development of resource guide for prospective businesses Develop engagement strategies for prospective businesses Develop website collateral Develop communication strategy for NWCBD	Implement communication strategies
	BRISTOL/Alysi/Steve: Build the Business Accelerator Program & Co-Working Space to		Research incubator and accelerator models in collaboration with RCEDP	Research co-working models Research co-working software	Develop programming for co-working/accelerator space Develop staffing plan for 135 Walnut
	MATHEW/Steve: Attract new entrepreneurs to launch their concept in Hayden		Develop plan for business pitch competition Secure sponsorships for business pitch competition Secure grant funding for business pitch competition	Host business pitch competition	Develop funding plan for 2023 business pitch competition Develop communication strategy for entrepreneurs Implement communication strategy
	BRISTOL/Alesha/Kevin: Open High-Impact Community Amenities			In collaboration with RCEDP, conduct GAP analysis	
3. Continue expansion of Hayden Entrepreneurial Ecosystem Project to effectively attract & support entrepreneurs					



## Town of Hayden

### Hayden Economic Development Commission Agenda Item

**MEETING DATE:** August 2, 2022

**AGENDA ITEM TITLE:** Economic Development Incentive Policy requests

- i. Franciosi Brothers Economic Incentive Request
- ii. Creek View Grill Economic Incentive Request

**AGENDA SECTION:** New business

**PRESENTED BY:** Tegan Ebbert, Community Development Director.

**CAN THIS ITEM BE RESCHEDULED:** Not preferred.

**BACKGROUND REVIEW:** The Town of Hayden has an Economic Development Incentive Policy in place that can be used as a tool to encourage new and existing businesses to bring economic growth to the community. The policy contains a variety of incentives that business may request and eligibility requirements that the business must meet in order to qualify for the incentives.

Both Franciosi Brothers and Creek View Grill have requested the economic incentive of Hayden sales tax reduction for the first three years of business operations. Specifically, both businesses are requesting a 50% reduction in Hayden sales tax for their first year of operation, a 40% reduction for their second year of operation, and 30% reduction for their third year of operation. Both requests are attached along with the Economic Development Incentives Policy.

In order to meet the eligibility requirements to qualify for the incentives policy, Town staff recommend that the owners/operators enter into an agreement with the Town of Hayden in provide ongoing company information for monitoring purposes. Company information will be held in confidence. The type of information requested will consist of sales, employee, and business operation data so the Town can better learn how to support its local restaurant/bar businesses.

These reductions take place on a reimbursement basis therefore it functions as a refund of Town of Hayden sales tax. The Town of Hayden cannot authorize sales tax refunds for state or county sales tax.

With these two businesses opening in the Town of Hayden, two of our existing vacant restaurant buildings will be occupied, bringing necessary vibrancy and activity along the HWY 40 corridor to both the downtown area and the west side of town. Prior to these businesses, the Town of Hayden has lacked a sit-down style restaurant/bar for nearly a year. Both establishments are pursuing full liquor licensing.

**RECOMMENDATION:** Move to the recommend approval for the following economic development incentives to the Hayden Town Council:

- I. A refund of sales tax collected by the Town of Hayden in the amount of 50% for the first year of operation, 40% for the second year of operation, and 30% for the third year of operation for Franciosi Brothers.
- II. A refund of sales tax collected by the Town of Hayden in the amount of 50% for the first year of operation, 40% for the second year of operation, and 30% for the third year of operation for Creek View Grill.

**MANAGER RECOMMENDATION/COMMENTS:** *I concur with the recommendation.*

July 27, 2022

Town of Hayden

Economic Development Council

To whom it may concern,

The purpose of this letter is to request a sales tax reduction from the Town of Hayden for a restaurant establishment opening this fall in a currently vacant property at 105 W. Jefferson Avenue. Specifically, a 50% sales tax reduction for first year, a 40% reduction for second year, and 30% reduction for third year is being requested.

As the owner of this establishment, I have nearly 20 years of restaurant experience including two years of owning a restaurant in a town with similar demographics to Hayden. We look forward to creating meaningful employment opportunities for residents and fostering a community gathering place in the Central Business District on Main Street. We appreciate this opportunity to work with the town and build on the growing vitality of the Hayden community.

The restaurant will employ 5-10 staff across front and back of house. We estimate the sales to be \$35,000-\$45,000 per month in the first year and \$45,000-\$60,000 per month in the second and third years.

The establishment will provide a family-friendly atmosphere and we are applying for a full liquor license to offer a wide range of food and drink on the menu. We will not offer a traditional bar setting, and we do plan on hosting special events for private gatherings, sports viewing, community celebrations, school/team events and more.

Thank you for your consideration.

Sincerely,

Anthony Franciosi 973-919-2362 Ant@franciosibros.com

July 26, 2022

## **To The Hayden Economic Development Commission & Town Council**

### **Creek View Grill** - Economic Development Incentives Request

Maritza Juan De Dios exemplifies the American Dream. Born and raised in a small Peruvian village, she dreamed of a better life for herself and her family. As a young mother of two, Maritza left Peru for the United States without any knowledge of the language, the culture, or much of anything else. She settled in Steamboat Springs, Colorado, and discovered a passion for hospitality and cooking.

With a strong desire for success and stability, Maritza began to dream of owning her own restaurant. She wanted to create a place where she could showcase her culinary skills and passion for service. A place that would bring people together for food, fun, and a sense of community. It took nearly two decades working from early morning until late night at multiple jobs, but she did it. She made her dream come true the day she opened Hayden's newest restaurant, Creek View Grill.

Creek View Grill is Maritza's hard work and vision brought to life. She intends it to be a vibrant part of the community known for offering an inviting space where people can gather to enjoy delicious food and drinks, without emptying their wallets. With a casual American style menu, Creek View Grill will surely be the best spot for breakfast, lunch, and dinner seven days a week.

Creek View Grill is already employing 16 people with approximately half of them being full time. The business is already proving to be a great starter job for high schoolers, part-time job for college students, side hustle for those needing a little extra cash, and a home for those looking to maintain a career in the hospitality industry. By providing employees with livable wages, a safe and enjoyable work environment, and opportunities for growth, it is Maritza's goal to continually add more staff as the volume of the restaurant grows.

Once we have a solid understanding of what the business AND what the community needs and how we plan to get there, our goal is to be able to provide our employees opportunities for growth, competitive wages, as well as competitive benefits. Maritza believes Hayden is filled with opportunity and she is thrilled to be a part of it.

The pandemic changed the way we think about a lot of things, especially dining and food service. Both from the perspective of the restaurant and from that of the guest, it really became obvious that our business needs to be responsible to both our guests and employees. Throughout the country restaurants that managed to pivot their priorities in such a way as to focus more on the health of their guests and employees before profits were far more likely to survive. It is our belief that establishing a strong sense of trust with our guests, and the community as a whole, is absolutely fundamental to our ability to plan for longevity.

Naturally, this is still a new enterprise and we will inevitably encounter obstacles and make mistakes but our 5 year plan is to establish this business as a delicious mainstay for the town as well as expanding and possibly introducing a new restaurant concept that is still in its infancy. Maritza has a real desire to offer opportunities and stability for people because she knows first-hand how much those opportunities were critical to her pursuing and achieving her dreams.

Financially speaking, we are realistic with our estimates and believe that within the first 12 months we will do about \$780,000 in net sales. We had a great opening week and nearly ran out of food. Our sales were well above our projected estimates considering we were operating without any alcohol sales. We were waiting longer than we had planned for the transfer of our liquor license to be completed but we estimate our sales will increase by 30% with the implementation of our bar program. We are excited to be able to offer the town a place to go and have a drink, chat, and watch a game. It seems as though Hayden is a town ripe for a local watering hole.

What we are requesting from the Council would be a sales tax reduction of 50% for the first year, 40% for the second year, and 30% for the third year. The benefits of this are obvious and would allow us to put that money back into the business and ideally help us to provide high quality food, a fun safe environment to relax, and to provide a stable and comfortable standard of living for our employees who in turn will be an economic benefit to the town.

There is an abundance of opportunity in Hayden and we feel fortunate to be able to do what we love and do it in a community as special and as charming as Hayden. We have a dream and are steadfast in achieving it and we strongly believe that we will be a great asset to the community.

Thank you for your time and consideration,

Maritza Juan De Dios



## **TOWN OF HAYDEN**

### **ECONOMIC DEVELOPMENT INCENTIVE POLICY**

#### **POLICY**

The Town of Hayden, Colorado, is committed to encouraging new or existing business expansion in the areas of retail, commercial and light industrial/manufacturing that will bring quality economic growth to our community. The Town also supports pursuing commercial/industrial growth that compliments existing businesses. The Town is extremely interested in improving its tax base, improving property values, providing new item and service availability for its citizens and expanding job growth that will sustain long-term economic success and provide beneficial returns to Hayden and its citizens.

In an effort to encourage new or expanding business development, the Town of Hayden may offer incentives, on a case-by-case basis, to qualifying businesses that are interested in locating in Hayden.

The Town of Hayden has established the following incentive guidelines.

#### **ELIGIBILITY REQUIREMENTS (Meet any or all the following)**

1. The business must make a considerable investment in plant, equipment, building, operational, and/or employees during the calendar year in which application is made for incentives.
2. The business must create/retain qualifying jobs with an overall annual wage that is at or above 80% of the overall Routt County average annual wage rate of all commercial/industries.
3. The business must be willing to provide an economic impact analysis that estimates the total economic benefits to Hayden and the incentive payback period. To be eligible for incentives, the payback period must be within a reasonable time (approximately 5 years).
4. The business must provide on-going company information for monitoring purposes. (All company information will be held in strict confidence.) Upon incentive approval by the Hayden Town Council, the company will be required to enter into an agreement with the Town of Hayden guaranteeing that mutually agreed to investment/jobs will be created within a specific period of time. If the company is unable to reach guaranteed levels, the Town of Hayden will have the ability to recover payments on either a full or pro-rated basis.
5. The Town Council reserves the right to consider additional eligibility requirements not listed herein. An applicant that does not otherwise meet these criteria may request to be considered eligible for consideration for this policy through a formal request to the Town Council prior to a potential application being processed. The Town Council also reserves the right to refuse such request.

## **INCENTIVES**

If the applicant is determined to be eligible the following incentives shall be available, on a case-by-case basis and no previous approval of an incentive is the basis for any future approval. The Town Council reserves all rights to approve or disapprove any applicant for any reason deemed necessary by the Town.

### **Development/Building Permit Fees**

1. The following fees may be reduced or waived: Building permit fees, development fees, impact fees.

- a. Up to 20% of Building fees, fees waived cannot exceed fees required.
- b. Development Fees including but not limited to any off site improvement requirements, park, school, etc. fees that are established at the time by the Town of Hayden.
- c. The Town of Hayden reserves the right to provide relief on infrastructure requirements on a case-by-case basis, and will actively apply for federal and state grant dollar to encourage high quality investment and job creation as appropriate. A reimbursement agreement may also be entered into at the discretion of the Town per negotiated terms.

### **Taxes**

#### **Use Tax:**

Up to one-half (50%) of use tax due to the Town of Hayden on building materials from the new construction project may be waived, on a case-by-case basis.

#### **Personal Property Taxes:**

Up to one-half (50%) of the qualifying new personal property tax received by the Town of Hayden may be rebated back to a qualifying company, on a case-by-case basis, for up to four (4) years.

- The new/expanding business meets Town of Hayden eligibility criteria.
- The new/expanding business qualifies as a "New Business Facility" defined by the state as: "a new or expanded facility that is employed by the taxpayer in the operation of a revenue producing enterprise."
- State enabling legislation is in effect.

#### **Property Tax:**

Up to one-half (50%) of the property tax paid to the Town of Hayden on qualifying new/expanded business projects may be rebated back to a qualifying company, on a case-by-case basis, for up to four (4) years.

- This applies only to property tax derived from Town of Hayden Levy

**Sales Tax:**

Up to one-half (50%) of sales tax collected for the Town of Hayden from "new revenues" generated by the qualifying new/expanded business may be rebated back to a qualifying company, on a case-by-case basis, for up to four (4) years.

**Tax District Creation:**

The Town is willing to consider creation of special taxing district(s) within the Town to assist primarily in the bonding for public improvements.

**PROCESS**

First a meeting with the Town Manager, or their designee, is required to determine initial eligibility and feasibility. If it is determined that this incentive policy may apply the Town Manager, or their designee, shall direct the applicant to prepare a proposal to include at a minimum:

- Eligibility Status/Requirements met
- Incentive(s) requested
- Economic Impact Analysis
- Monitoring Process

Second, this is then forwarded to the Economic Development Commission for review and recommendation to the Town Council. The recommendation can be based on the original proposal, changes to, or additions to the applicant's proposal.

Third, the application, recommendations from the Economic Development Commission and Town Manager are forwarded to the Town Council for final approval.

Following a decision by the Town Council, the Town Manager shall inform the applicant of the decision, and if any incentive is approved a formal agreement shall be entered into between the Town and the applicant.

**CONTACT**

For more information, contact the Town Manager at 970-276-3741 or [mathew.mendischo@haydencolorado.org](mailto:mathew.mendischo@haydencolorado.org)