

City of Golden



Memorandum

To: Golden Urban Renewal Authority Board
From: Steve Glueck, Director of Planning and Development,
Date: September 7, 2004
Re: GURA Reinvestment Fund

On behalf of the Economic Development Commission (EDComm) I want to thank GURA for the creation of the Reinvestment Fund which has been used for additional economic development activities to benefit the downtown area. With this memo, I want to update the GURA Board regarding the use of the 2004 Reinvestment Fund monies, and provide suggestions for potential 2005 programs.

2004 Investment Fund Projects

In 2004, GURA invested \$26,300 in the Reinvestment Fund, without specific direction for its uses, but with a few suggestions based upon requests that had been made by the Chamber of Commerce. Although some expenditures have not been completed, the planned breakdown of 2004 Reinvestment Fund expenditures are as follows:

1.	Wild West Show (Buffalo Bill Days) direct support	\$2,000
2.	Fine Arts Festival direct support	\$3,000
3.	Seed \$ for Wild West Auto round-up new event	\$5,000
4.	Partial funding (25% \pm) of When in Golden promotion	\$3,500
5.	Family Media Night expenses	\$1,000
6.	“Where to” maps printing	\$1,883
7.	Farmers Market signs, banners, printing	\$1,865
8.	2004 Holiday promotions and partnership*	<u>\$8,052</u>
		\$26,300

* Exact budget for holiday activities still under development

2005 Reinvestment Fund Options

If the GURA Board determines that there are sufficient funds available to make a contribution to the Reinvestment Fund for 2005, city staff and EDComm request that the monies be generally targeted into program categories consistent with GURA’s downtown priorities. In that manner, without addressing the detailed distribution of funds, the GURA Board could direct that such funds be used in a manner to support your priorities. A few of the potential programs where funds would be valuable include the following:

- Marketing and Promotions In 2004, all of the Reinvestment Fund resources were used for what EDComm would term marketing, ranging from event support to PR help, to printing and signs, and part of the holiday campaign. Marketing of the community and the downtown area

will always be a large part of EDComm's efforts, and funds directed here would create an added benefit to downtown merchants.

- Retail Business Retention The development of a specific retention program for "retail" businesses (including retail, restaurant, and services) with a strong focus on the downtown area is a high priority for this fall and into the coming years. A specific retention program is being developed by the Downtown Vision Committee (a subcommittee of the Downtown Merchants Association) with requested funding from both EDComm and the Reinvestment Fund. If GURA feels that this program could provide a valuable service to area businesses, a designation of funding to retail business retention would be appropriate.
- Downtown Business Attraction Although EDComm sees downtown business attraction as an important task, it is less likely to involve a specific program, than a staff effort to link potential users with available space. Additional details on this program need to be developed.
- Research One aspect primarily related to business attraction, but potentially part of a retention program would be additional customer research for downtown. The four phases of "intercept" surveys performed by EDComm in 2002 and 2003 provided a good snapshot of existing customers. However, this type of research does not address people who are not customers, and why. This type of research is not something EDComm is considering, but could be a use for Reinvestment Fund resources.
- Business Grants To date, the idea of a joint or coordinated small grant program has not proceeded very far. In addition, it is unclear whether EDComm wants to use its grant program in the same way in the future. Now that GURA has had some experience with a couple of grants, an indication of whether or not to direct Reinvestment Fund resources into EDComm's program to benefit tenants downtown would be helpful.
- Other Categories of Activities?

If GURA does identify funds it wishes to contribute to the Reinvestment Fund for 2005, the identification of general programs or projects of interest would be helpful. Once GURA has a better idea of the size of a contribution, EDComm staff are available to further discuss proposed uses.

Summary of Reinvestment Fund Restrictions

By way of reminder, the criteria for EDComm's use of the Reinvestment Fund resources as proposed by EDComm earlier this year, and accepted in principle by GURA are as follows:

- Reinvestment funds should be used only for programs that directly benefit properties in the Urban Renewal District.
- Reinvestment funds should be used for specifically defined projects and should not simply be added to general marketing programs.

- Reinvestment funds should be used for a mixture of programs, including downtown retail retention, downtown event promotion, downtown marketing efforts, and merchant training.
- EDComm shall develop a process to accept input from downtown businesses, property owners, and GURA regarding the use of such funds.
- The uses of the funds shall be separately tracked with annual reports prepared for EDComm and GURA.