



ECONOMIC DEVELOPMENT COMMITTEE MEETING

550 E. Sixth Street, Beaumont, CA

Wednesday, October 12, 2022 - 4:00 PM

Materials related to an item on this agenda submitted to the Economic Development Committee after distribution of the agenda packets are available for public inspection in the City Clerk's office at 550 E. 6th Street during normal business hours.

AGENDA

MEETING PARTICIPATION NOTICE

This meeting will be conducted utilizing teleconference communications and will be recorded for live streaming as well as open to public attendance subject to social distancing and applicable health orders. All City of Beaumont public meetings will be available via live streaming and made available on the City's official YouTube webpage. Please use the following link during the meeting for live stream access.

beaumontca.gov/livestream

Public comments will be accepted using the following options.

1. Written comments will be accepted via email and will be read aloud during the corresponding item of the meeting. Public comments shall not exceed three (3) minutes unless otherwise authorized by City Council. Comments can be submitted anytime prior to the meeting as well as during the meeting up until the end of the corresponding item. Please submit your comments to: **nicolew@beaumontca.gov**
2. Phone-in comments will be accepted by joining a conference line prior to the corresponding item of the meeting. Public comments shall not exceed three (3) minutes unless otherwise authorized by City Council. Please use the following phone number to join the call **(951) 922 - 4845.**
3. In person comments subject to the adherence of the applicable health orders and social distancing requirements.

In compliance with the American Disabilities Act, if you require special assistance to participate in this meeting, please contact the City Clerk's office using the above email or call **(951) 572 - 3196.**

Notification 48 hours prior to a meeting will ensure the best reasonable accommodation arrangements.

REGULAR SESSION

4:00 PM

CALL TO ORDER

Committee Members: Mayor Lloyd White, Council Member Mike Lara, City Manager Elizabeth Gibbs, Economic Development Manager Kyle Warsinski, Chair Von Lawson, Vice Chair Bette Rader, Member Monir Ahmed, Member Richard Bennecke, Member Ebon Brown, Member Allen Koblin, Member Rob Moran, Member Carl Vince, Member Christopher Gleiter, BUSD Student Member - vacant and Alternate Member – vacant

Action of any Requests for Excused Absence

Pledge of Allegiance

Adjustments to Agenda

Conflict of Interest Disclosure

PUBLIC COMMENT PERIOD (ITEMS NOT ON THE AGENDA):

Any one person may address the Committee on any matter not on this agenda. If you wish to speak, please fill out a "Public Comment Form" provided at the back table and give it to the Committee Chair or Secretary. There is a three (3) minute limit on public comments. There will be no sharing or passing of time to another person. State Law prohibits the Committee from discussing or taking actions brought up by your comments.

ACTION ITEMS/PUBLIC HEARINGS / REQUESTS

1. Approval of Minutes

Recommended Action:

Approve Minutes dated August 10, 2022.

2. Update of Projects from City Staff: Downtown Business Incentive Program

Recommended Action:

Review and recommend to City Council adoption of a Downtown Business Incentive Program.

3. Continue Discussion on Downtown Business and Landowners to Promote Business Growth and Development in the Central Business District

REPORTS

TOPICS FOR FUTURE AGENDAS

4. Intro to New Business Program

5. RCTC - Passenger Rail Project

6. 2022 Retail Market Analysis

ADJOURNMENT

The next regular meeting of the Beaumont Economic Development Committee Meeting is scheduled for Wednesday, November 9, 2022 at 4:00 p.m.

Beaumont City Hall – Online www.BeaumontCa.gov

Committee Vision Statement:

The Beaumont Economic Development Committee shall work to create a balanced, sustainable and diverse business base that leverages existing local business while filling in gaps by creating a plan to recruit and market to new business that will benefit Beaumont's growth, quality of life and values that Beaumont City Council sets forth.

Committee Goals:

- Develop an Economically Balanced Community.
- Recruit New Business, while retaining and expanding local business, that promote growth of primary jobs and/or sales tax revenue.
- Create a Quality of place that establishes Beaumont as a community to establish or grow a business.
- Leverage the City's Strengths to maximize Business opportunities.

ECONOMIC DEVELOPMENT COMMITTEE MEETING

550 E. Sixth Street, Beaumont, CA

Wednesday, August 10, 2022 - 4:00 PM

MINUTES

REGULAR SESSION

4:00 PM

CALL TO ORDER at 4:01 p.m.

Present: Mayor Lloyd White, Council Member Mike Lara (4:08 p.m.), City Manager Elizabeth Gibbs, Economic Development Manager Kyle Warsinski, Chair Von Lawson, Vice Chair Bette Rader, Member Monir Ahmed (4:04 p.m.), Member Richard Bennecke, Member Ebon Brown (4:06 p.m.), and Member Christopher Gleiter

Absent: Member Allen Koblin, Member Rob Moran, and Member Carl Vince

Action of any Requests for Excused Absence: **Member Koblin**

Pledge of Allegiance

Adjustments to Agenda: **None**

Conflict of Interest Disclosure: **None**

PUBLIC COMMENT PERIOD (ITEMS NOT ON THE AGENDA):

No comments

ACTION ITEMS/PUBLIC HEARINGS / REQUESTS

1. Approval of Minutes

Motion by Member Bennecke

Second by Mayor White

To approve Minutes dated May 11, 2022.

Approved by a 8-0 vote

Absent: Lara, Brown, Koblin, Moran, Vince

2. Update of Projects from City Staff

Update on Downtown Revitalization Plan. Currently out to bid.

3. WRCOG Commercial PACE Program Presentation

WRCOG Commercial PACE Program Presentation by Casey Dailey of WRCOG.

4. Business Incentive Package Presentation

Motion by Mayor White

Second by Member Bennecke

To approve the recommendation on Foot Note 4 provided of changing the language of “shall” to “should” in reference to "These uses shall not be located on any parcel which is located within 1,000 feet of any school providing instruction in 12th grade or below, day care center, or youth center"

Motion withdrawn.

Motion by Mayor White

Second by Council Member Lara

To use the word "shall" when referring to liquor or smoke shops, and to use the word "should" for the remaining alcohol-based uses in reference to Foot Note 4 "These uses shall not be located on any parcel which is located within 1,000 feet of any school providing instruction in 12th grade or below, day care center, or youth center"

Approved by a 10-0 vote

Absent: Koblin, Moran, Vince

Consensus to agree on creating incentive programs and bringing the considerations to the Downtown Business group for input and comments.

REPORTS

Mayor White announced the upcoming State of the City and would like to personally invite the committee to attend.

TOPICS FOR FUTURE AGENDAS

- 5. Intro to New Business Program**
- 6. RCTC - Passenger Rail Project**
- 7. 2022 Retail Market Analysis Update**

ADJOURNMENT at 6:14 p.m.

The next regular meeting of the Beaumont Economic Development Committee Meeting is scheduled for Wednesday, September 14, 2022 at 4:00 p.m.

Beaumont City Hall – Online www.BeaumontCa.gov



Staff Report

TO: Economic Development Committee
FROM: Kyle Warsinski, Economic Development Manager
DATE October 12, 2022
SUBJECT: Downtown Business Incentive Program

Background and Analysis:

The Elevate Beaumont 2040 General Plan which took effect in January 2021, included an Area Plan for downtown Beaumont. This plan included new land use designations, new and revised zoning districts, improved development standards and new street sections.

The area plan recognizes the historic central business district (CBD) area as the heart of the City providing a diverse economic, residential and cultural opportunities. Pursuant to the downtown plan this vision will be achieved by creating a core area with locally oriented businesses and service establishments as well as recreational and cultural amenities. It is imperative that the built environment creates a sense of place built upon pedestrian-oriented design concepts.

On June 21, 2022, City Council approved its Annual Budget for Fiscal Year 2022-23. The budget included \$500,000 to be used for downtown business incentives.

At a Downtown Business meeting held on September 14, 2022, staff presented the various business incentive ideas discussed at the August Economic Development Committee meeting and received feedback from attendees. Those ideas and feedback have been incorporated into the Draft Downtown Business Incentive Package, attached for your review.

Recommended Action:

Review and recommend to City Council adoption of a Downtown Business Incentive Program.

Attachments:

- A. Draft Downtown Business Incentive Program

Exhibit A

2022 Business Incentive Program Ideas (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 interior improvements, and improvements to the parking lot or rest of the property.

Program allotment: \$200,000

Maximum per Application: 50% maximum match for up to \$50,000 match. On a project totaling \$100,000 or more.

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) until the Downtown Revitalization Plan is completed.

Review Process – Development Review Committee (DRC)

2. Business Attraction 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.

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.

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.

Review Process – Development Review Committee (DRC)

Certain Business: All

4. Sewer Connection Fee Deferral 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

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.