



ECONOMIC DEVELOPMENT COMMITTEE MEETING

550 E. Sixth Street, Beaumont, CA

Wednesday, August 10, 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

May 11, 2022

2. Update of Projects from City Staff

3. WRCOG Commercial PACE Program Presentation

4. Business Incentive Package Presentation

Recommended Action:

Review the proposed Incentive Package and discuss next steps.

REPORTS

TOPICS FOR FUTURE AGENDAS

5. Intro to New Business Program

6. RCTC - Passenger Rail Project

7. 2022 Retail Market Analysis Update

ADJOURNMENT

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

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, May 11, 2022 - 4:00 PM

MINUTES

REGULAR SESSION

4:00 PM

CALL TO ORDER at 4:02 p.m.

Present: Mayor Lloyd White, Council Member Mike Lara, , Economic Development Manager Kyle Warsinski, Chair Von Lawson, Vice Chair Bette Rader (Lynn Baldi as alternate rep), Member Monir Ahmed, Member Richard Bennecke, Member Ebon Brown, BUSD Student Member - vacant and Alternate Member – vacant

Absent: Interim City Manager Elizabeth Gibbs, Member Allen Koblin, Member Rob Moran, Member Carl Vince

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

Pledge of Allegiance

Adjustments to Agenda

Move Item 6 after Item 1.

Conflict of Interest Disclosure: **None**

PUBLIC COMMENT PERIOD (ITEMS NOT ON THE AGENDA):

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None

ACTION ITEMS/PUBLIC HEARINGS / REQUESTS

1. Approval of Minutes

Motion by Member Brown

Second by Member Lara

To approve Minutes dated April 13, 2022.

Approved by a 7-0 vote

Abstain: Bennecke

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

Public Comment

J.E. Leinhart - *As a landowner of Beaumont property asked for a commitment from the City to downtown renovations before they look to renovate their property and answered questions of the Committee.*

Parking recommendation discussions.

3. Update of Projects from City Staff

No discussion.

4. Workforce Development / Apprenticeship Program Updates from BUSD and MSJC

Presentation from the BUSD career readiness program by Susan Aguilar-Martinez.

5. ICSC Conference Materials

Presentation of retail ready to develop sites within the City.

6. City Economic Development Website Design Contract

Presentation of different economic development website providers. Recommendation to forward the recommendation to City Council for contract with EDCSuite.

REPORTS

None.

TOPICS FOR FUTURE AGENDAS

- Timeline of Downtown Business Report back to City Council.

7. Intro to New Businesses Program
8. RCTC Passenger Rail Program
9. 2022 Retail Market Analysis Update
10. WRCOG C-PACE Program
11. Downtown Lighting
12. Business License Application Process

ADJOURNMENT at 5:59 p.m.

The next regular meeting of the Beaumont Economic Development Committee Meeting is scheduled for Wednesday, June 8, 2022 at 4:00 p.m.



Staff Report

TO: Economic Development Committee
FROM: Kyle Warsinski, Economic Development Manager
DATE: August 10, 2022
SUBJECT: **Business Incentive Package Presentation**

Background and Analysis:

The Elevate Beaumont 2040 General Plan adopted on December 1, 2020, 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 as the heart of the City providing a diverse economic, residential and cultural opportunities. Pursuant to the area 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 environment creates a sense of place built upon pedestrian-oriented design concepts.

The City has met with downtown businesses, some of whom have attended past Economic Development Committee meetings. During these discussions, businesses have provided insight and input into the downtown vision and plan, as well as detailing challenges they experience operating a business in the downtown. Downtown property owners have also described barriers they and their potential tenants have experienced with redeveloping in downtown.

The City's Economic Development Strategic Plan identifies action steps to aid in the redevelopment of the downtown area and also stimulate development throughout the City. Some of these action steps are described below:

1. Development Streamlining – Analyze current process and propose options to expedite
 - Proposed Program: Streamlined Business Application Package for new businesses
2. Implement Economic Development components of the Downtown Area Plan

- Proposed Program: Changes in Zoning Code
 - A. Modification / Elimination of Floor Area Ratio requirements
 - B. Alterations in Parking requirements
 - C. Changes to permitted land use table
- 3. Economic Development incentive packages structured on targeted industries and revitalization efforts
 - Proposed Program: Downtown Incentive Program

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. Attachment A represents a Draft Incentive Package to stimulate discussion by the committee.

Potential Next Steps:

1. Make recommendation on proposed programs to City Council
2. Continue discussion at next EDC meeting
3. City Council Workshop

Recommended Action:

Review the proposed Incentive Package and discuss next steps.

Attachments:

- A. Draft Incentive Package
- B. Draft Economic Development Strategic Plan Actions

Attachment A

2022 Business Incentive Program (DRAFT)

Total Funds Available FY22-23 For Downtown Incentives: \$500,000.00

1. Downtown Façade Improvement Program

Purpose:

The purpose of the Façade Improvement Program is to incentives 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.

Program allotment: To be determined by City Council

Maximum per Application: \$25k or \$50k – but should ultimately be determined by the cost of the improvement

Matching percentage or Grant – needs to be established in program guidelines

Design Standards – need to be established, will be identified through façade program development

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: To be determined by City Council

Program Scope: Needs to be defined

Forgivable Loan or Grant, Revenue Sharing

Max amount per business? New only or both new and existing (expand or move)?

Targeted to a specific category of business or to all?

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: To be determined by City Council

Maximum per Application: \$907.92

Maximum Number of waivers: One

Review Process – Development Review Committee (DRC)

Certain Business Types or 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, Bars, Breweries, Distilleries, alcoholic beverage manufacturers (small scale), Entertainment uses

Program allotment: To be determined by City Council

Attachment B

Economic Development Strategic Plan Action Steps (DRAFT)

1. Administrative Plot Plan Application/New business License Packet Streamlining

Purpose:

The purpose of the Administrative Plot Plan Application/New business License Packet Streamlining program is to reduce the burden of entry, both in time and cost, for new businesses looking to operate within the City.

Implementation:

The program will reduce the new business packet from 26 pages to approximately 6 pages. The process will include a business license application and the required AQMD (air quality) and SB205 (stormwater) forms.

Review Process – Development Review Committee (DRC). The DRC will review the applications weekly. If it is determined additional information is needed (public safety, wastewater, etc...) the appropriate staff member will reach out to the applicant.

This program will apply to all new businesses, citywide, who occupy an existing structure and meet current zoning requirements or businesses occupying a new structure which has been finalized and a Certificate of Occupancy issued.

2. Changes in Zoning Code

Purpose:

The purpose of making changes to the zoning code is to reduce overly restrictive requirements which reduce or prohibit a business's opportunity to occupy an existing structure or build a new structure. The intent is not to eliminate requirements but rather to make adjustments to the code which will allow for a more equitable application of standards

Floor Area Ratio (FAR): Staff recommends eliminating all Floor Area Ratio requirements

Parking Requirements: Staff recommends temporarily eliminating parking requirements in the downtown area while the Downtown Beaumont Revitalization Plan is being prepared.

Changes to Permitted Land Use Table: Staff recommends discussion on allowing the following items:

- Multiple-Family, Apartments & Condos in Beaumont Mixed Use
- Bars and Cocktail Lounges in Beaumont Mixed Use
- Pet Grooming in Beaumont Mixed Use
- Tattoo and Body Piercing in Downtown Mixed Use and Beaumont Mixed Use
- Billiards and Pool Halls in Beaumont Mixed Use
- Adding the following uses:

- Brewery and alcohol production with on-site tasting and consumption associated with a retail/commercial use
- Brewery and Distilleries
- Maker's space

Staff is also recommending discussion on the following changes:

- Define "Fast Food"
- Foot Note 3 – Increase the maximum allowable square footage
- Foot Note 4 – Change the shall to should
- Foot Note 7 – Increase the maximum allowable square footage
- Foot Note 10 – Allow live/work in all structures, not just primary
- Foot Note 11 – Discuss distance requirement between fast food restaurants