

# City of Brighton Economic Development Incentive Policy

February 13, 2025



# Presentation Outline



- **Purpose**
- **Background**
- **Priorities**
- **Eligibility Requirements**
- **Incentives Types**
- **Other Key Points**
- **Staff Recommendation**

# Purpose



- **Create a structured process with identified guidelines for eligibility, parameters, incentive types, and processes**
- **Keep City business competitive both locally and nationally**
- **Align incentives with City's Strategic Plans and Objectives**
- **Create expedited process to meet current market demands**

# Background



- **Original Brighton Policy adopted in 2014**
- **Update work included review of past City incentive packages**
- **Private sector input from employers, site selectors, real estate community, and Brighton EDC investors**
- **Regional and national policies research for best practices**
- **Final Policy recommendations created by Brighton EDC, City Manager's Office, Development Review Committee, Finance Department, City Attorney's Office, and Brighton Fire District**

**Support business attraction, retention, and expansion of:**

- **Primary Employers**
- **Sales Tax Generating Employers**
- **Employers advancing City Council's Strategic Plan Objectives**

# Eligibility Requirements



- **Primary Employers**

- Creation of 50 new jobs
- Annual average wage at least 20% higher than the County's average wage
- Minimum capital investment of \$100,000

- **Sales Tax Generators**

- Creation of 50 net new jobs
- Minimum of \$15,000,000 in annual sales
- Meets a retail need not being met within the trade area or meets Council's Strategic Plan Objectives

# Incentive Types – Tax Rebate Options



**General terms of agreements may include a rebate of unrestricted tax collected from the project up to 50% for 5 years**

- **Sales Tax Rebates**
- **Use Tax Rebate**
- **Business Personal Property Tax**
- Final agreement terms will be established on a case-by-case basis by the City Manager or City Council

# Expedited Development Review



- Available for all businesses meeting policy eligibility requirements
- Guidelines created by City Manager's Office, Development Review Committee, and Brighton Fire District
- Creates clarity on the City's development review process and identifies timelines and accountability for both the business and City



# Other Key Points



- **Incentive packages will be performance based**
- **Policy allows City Manger administrative approval of incentive packages up to \$200,000**

# Staff Recommendation



- **Provide feedback or recommendations for modification on the current policy as presented.**