

Proposed Incentives Policy

October 20th, 2025



Economic Development Incentive Program

- Operational Framework Policy
- Standard Operating Procedure
- Replaces 3 previous Council resolutions
 - Res 2014-56
 - Res 2022-47
 - Res 2022-48



Proposed Incentives Policy

Section 1: Priority Investments

- Target Employment Sectors
- Hospitality, Entertainment, Retail, Restaurant
- Placemaking
- Priority Geographic Areas

SOP GUIDANCE

Specific chapter and page number references to Economic Development Strategic Plan and Comprehensive Plan goals

Section 2: Process

- Application, preparation, approval, execution

SOP GUIDANCE

Consideration of programs offered by partners
Application Review Committee



Proposed Incentives Policy

Section 3: Evaluation Criteria

- Alignment with Strategic Plans
- Creates additional tax revenue for the City
- Job creation, Wages
- Ethics

SOP GUIDANCE

Payment timing

Annual reporting



Section 4: Sales and Use Tax Rebate Program

PROPOSED

Goal

- Increase economic activity, including an increase in City tax revenue

Qualification

- Defined in previous sections

Source of Incentive

- Up to 49% rebate of net new sales and use tax
 - 4(A) – Construction Activity
 - 4(B) – Ongoing Commercial Activity
 - 4(C) – Shopping Center Assistance

SOP GUIDANCE

Defines reporting and collection of sales tax data



Section 5: Accommodations Tax Rebate Program

PROPOSED

Goal

- Attracting new hotel development

Qualification

- Defined in previous sections

Source of Incentive

- Up to 49% of Lodging Tax rebate for up to 10 yrs.

SOP GUIDANCE

Consideration of timing of the incentive relative to the operation of the property



Section 6:

Waiver of certain City Imposed Fees

PROPOSED

Goal

- Attracting new commercial development

Qualification

- Defined in previous sections

Source of Incentive

- Waiver of “city-imposed development fees may be waived”

SOP GUIDANCE

Defines which fees are eligible:

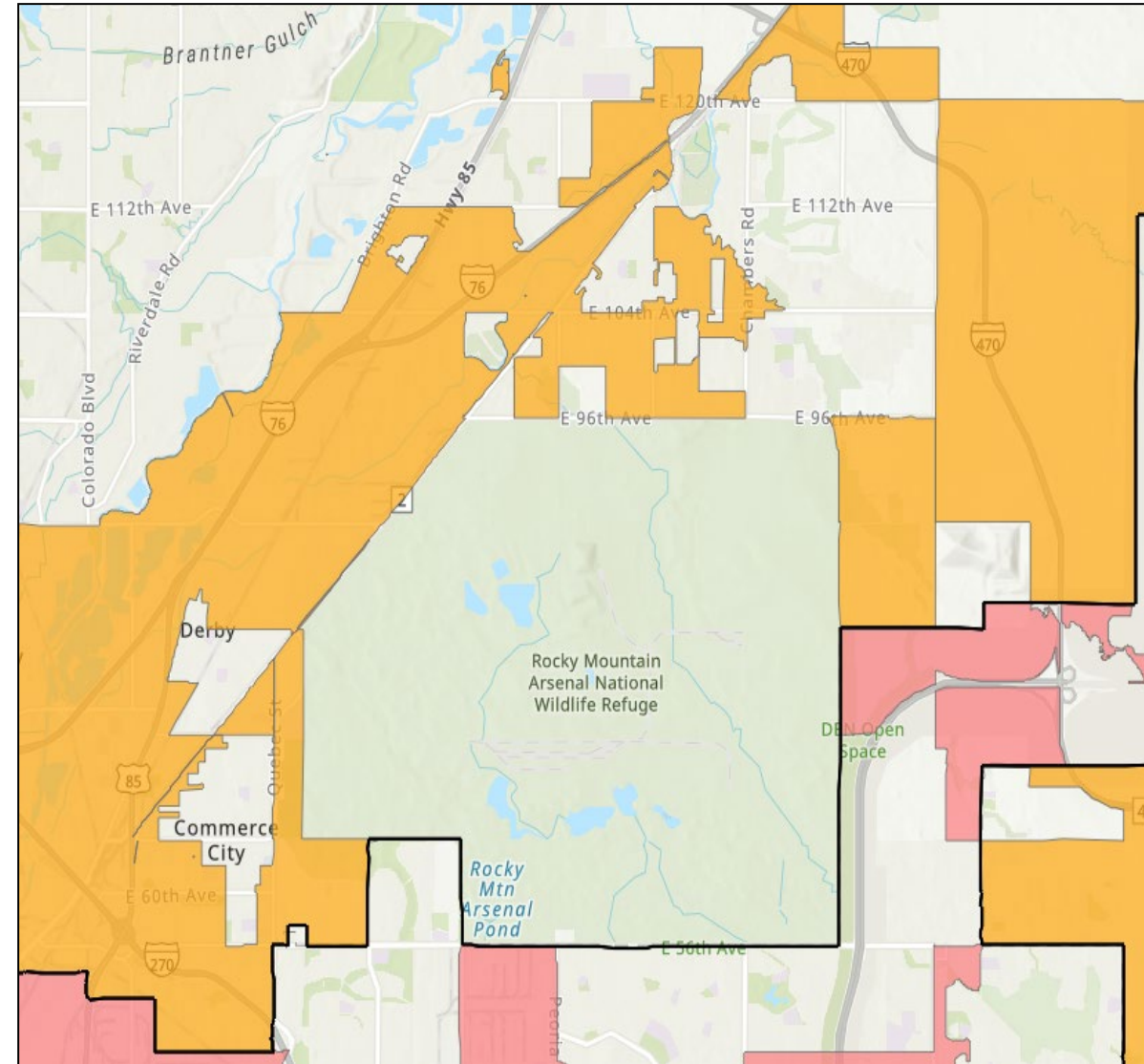
- Building permits and development fees
- Not impact fees and licenses



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Consideration of programs offered by partners

- Elevate Commerce
 - Capital and Lending
- Colorado Small Business Development Centers
- Utilities (Xcel and United Power)
- Commerce City Urban Renewal Authority
- Adams County Enterprise Zone
- State of Colorado



Council Action Requested

Approval Resolution as presented:

- Modernized program
- Sets direction for new Department
- Puts tools in hand of Economic Development Team

