

# **City of Scottsbluff, Nebraska**

**Thursday, July 14, 2022**

**Regular Meeting**

## **Item Reports1**

**Discuss the addition of retail to LB840 Plan**

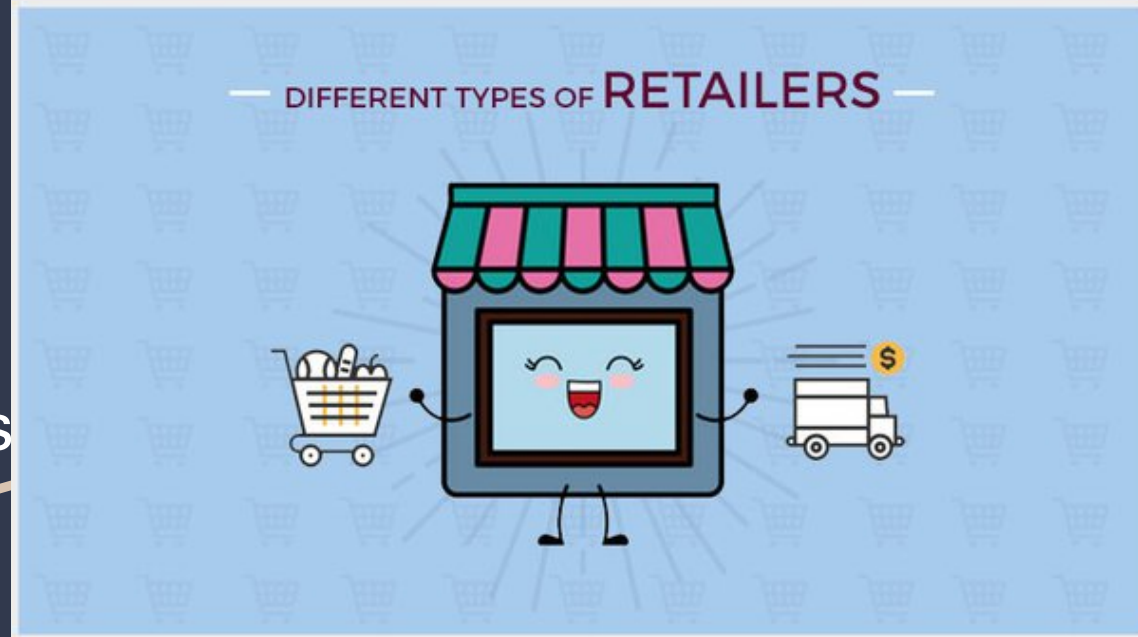
**Staff Contact: Starr Lehl**

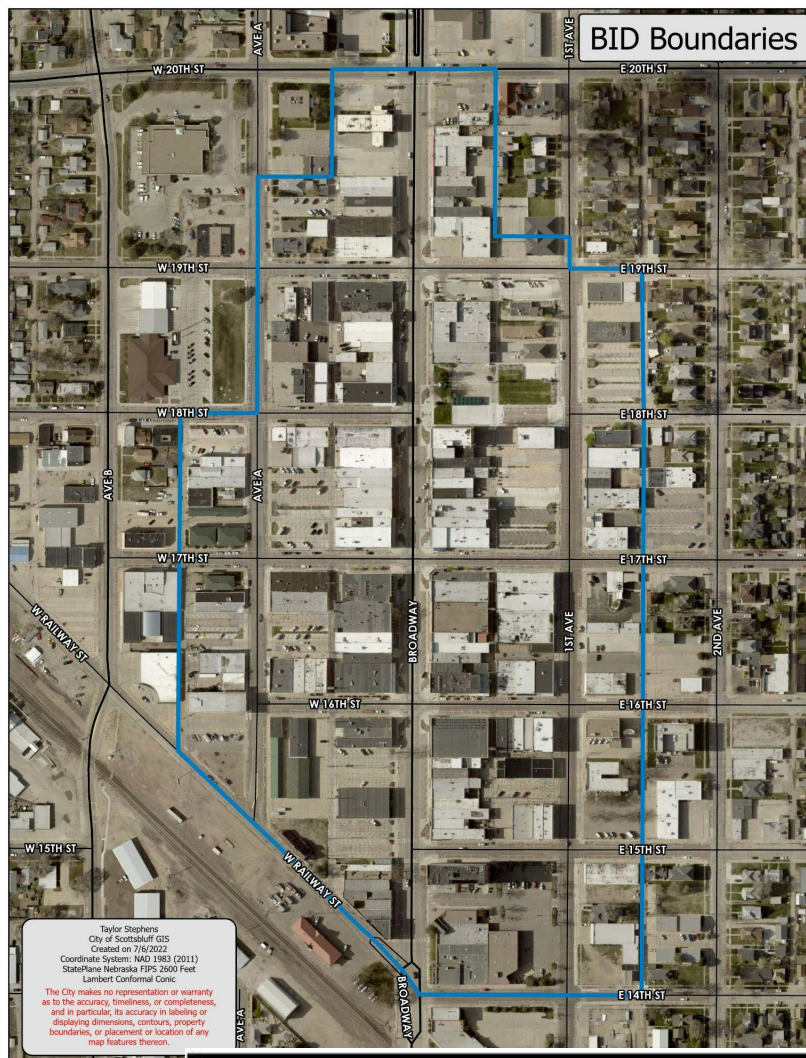
# Adding Retail to the City of Scottsbluff's LB840 Economic Development Plan



## Retail Includes:

- Clothing Stores
- Food Stores
- Auto Dealers
- Restaurants
- Hardware Stores
- General Merchandise





- What would this look like?
- What applicants would need to do?
- Could apply for up to \$10,000.
- Eligible businesses must be within the Business Improvement District (BID).
- Revisions would be made to the current LB840 Plan and Application adding Retail Sales.
- Application language would state “ Small Business Assistance: loans cannot exceed \$10,000 or 50% of the project. 10% owner equity is required. (Forms of equity could include cash investment, remodeling expenses, equipment expenses, facade and signage, rent and or utilities). Labor provided by applicant may be calculated at \$15/hr. Proposed use of Funds is required (capital improvement projects)”



- Applicants must attach copies of estimates with each application.
- Submit invoices for each payment.
- Applicants would be required to complete the Small Business Training Sessions offered through the Center for Rural Affairs before submitting application.  
<https://www.cfra.org/small-business-training>
- If this course is not completed, funds would have limited use and be paid directly to landlord for rent and/or utilities.
- Development of additional courses or offerings if needed can be offered through CFRA.
- Possibility to include Restaurant Retention Strategies (if applicable)  
-Bank or some type of other financing is required (PADD, REAP, etc.).

# Benefits of adding Retail to LB840 Economic Development Grant Application



- Workforce Attraction and Retention of High Wage High Demand Jobs

- Part-time Job Creation

- Creating a more vibrant Business District.

- Aesthetics are the new Economic Development. Pretty Matters!

- Let's make Scottsbluff a place where people are proud to live, work, and raise their families.

- <https://revitalizeordie.com/blog/the-new-economic-development>

In an article published in the Star Herald on Thursday, July 7th titled:  
Downtown Revitalization a must for greater return written by John A. Newby he gives several great statistics and points.

- “Studies show tax and private dollars invested in a communities downtown have approximately 30% greater return than those dollars invested elsewhere throughout the community.”
- “Revitalizing downtown is a magnet for the younger generations because they crave unique experiences ”
- “Revitalization of your downtown creates experiences and gathering spaces attractive to all demographic groups.”

In a recent survey completed by UNL Rural Fellows in the Proposed Creative District business owners were asked what they would like to see added to the community. Here were a few of their responses.

- More Restaurants
- More Variety of Restaurants
- More Retail
- More Variety of Retail
- More Events & Activities
- Empty Buildings Filled
- Downtown Beautification
- Pop-up Shops
- More going on Downtown

- More residents from surrounding communities will come to Scottsbluff to do their shopping.

-Visitors will be attracted to the Business District with the addition of more retail shops.

- Additional Retail Shops would help keep residents in town instead of going to Cheyenne, Denver and other locations.
- Current Businesses in the Downtown area would continue to thrive.



# Questions?