

TIRZ #1 Program and Downtown Business Support

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Purpose of today's meeting

- Per Council request, to discuss possible TIRZ business support to address impacts of infrastructure projects
- Agenda
 - Downtown Construction Impacts - Light Up Louisiana Review
 - Questions & Discussion

Light Up Louisiana

- **Current City efforts during Louisiana Street construction**

- Bi-weekly “Coffee with the Contractor”
- Pedestrian access accommodations
- Valet Services/Signage in Phase 1 (\$24,000)
- Early Finish Bonus in Phase 2 (\$60,000)
- Downtown events coordination
- Main Street Business Promotion (Construction Coupons - \$1,200)
- Enhanced wayfinding and business signage (\$450)

Light Up Louisiana

- Over \$86,000 investment, not including staff time.
- Funded from CIP and Main Street.
- Generally positive feedback from Phase 1 of project.
- Phase 2 of project has been more complicated and has caused unanticipated disruption.



Light Up Louisiana

- Infrastructure investment refreshes the ‘front door’ to downtown businesses by replacing and updating deteriorating streets, sidewalks and fixtures.
- Enhanced pedestrian realm improves and enhances downtown.
- Project specific features, like the decorative lights, create destination spaces that draw visitors and lead to increased foot traffic.

Questions and Discussion

- Can TIRZ be used to fund programs to provide business support during construction projects?
 - Yes, but an amendment to the Project Plan is required.
 - May not be timely enough for Light Up Louisiana.
- Is additional support needed for Light Up Louisiana?
 - Phase 2 specific. Advertising or Grand Opening Initiatives?
- How is this handled in the future?
 - Project by Project basis or via an established program?
 - Precedent set related to other infrastructure projects.
- Most appropriate funding source?
 - TIRZ? CIP? Main Street? Other or combination?

Questions/Comments

