



NOTICE OF MEETINGS OF THE EXECUTIVE COMMITTEE OF THE PUEBLO CITY COUNCIL

A MEETING OF THE EXECUTIVE COMMITTEE OF THE PUEBLO CITY COUNCIL WILL BE HELD ON **JULY 25, 2022** COMMENCING **AT 5:30 P.M.** IN THE CITY COUNCIL CHAMBERS, THIRD FLOOR, CITY HALL, ONE CITY HALL PLACE, PUEBLO, COLORADO 81003.

Executive Committee meetings are special meetings of the City Council and are informal Council meetings for the purpose of receiving information and discussion among Council Members; no official action is taken at such meetings. The public is invited to attend, but public comment is generally not received unless otherwise noted.

Individuals requiring special accommodation are requested to please notify the ADA Coordinator of their needs at (719) 553-2295 by noon on the Friday preceding the meeting.

THE AGENDA FOR THE EXECUTIVE COMMITTEE MEETING IS AS FOLLOWS:

AGENDA

I. Call To Order And Welcome - Sarah Martinez, Work Session Chair

II. Topics

1. CITY UPDATE (5:30 PM - 5:40 PM)

PURPOSE:

Weekly update from the Mayor's Office.

CALL TO PODIUM:

Update: Ms. Laura Solano, Chief of Staff

TIME ALLOTTED:

10 Minutes

2. COLORADO STATE FAIR - ECONOMIC DEVELOPMENT & MASTER PLAN (5:40 - 6:05 PM)

PURPOSE:

Presentation to City Council.

CALL TO PODIUM:

Scott Stoller, General Manager

TIME ALLOTTED:

15 Minutes - Presentation

10 Minutes - Questions

SUPPORTING BACKGROUND:

Presentation to City Council.

Documents:

[7-25-22 STATE FAIR PRESENTATION.PDF](#)

3. ENERGIZE COLORADO (6:05 - 6:30 PM)

PURPOSE:

Presentation to City Council.

CALL TO PODIUM:

Wendy Lea, Co-Founder/CEO

TIME ALLOTTED:

15 Minutes - Presentation

10 Minutes - Questions

SUPPORTING BACKGROUND:

Presentation to City Council.

Documents:

[7-25-22 ENERGIZE COLORADO.PDF](#)

4. LIQUOR ENTERTAINMENT DISTRICT (6:30 - 6:55 PM)

PURPOSE:

Presentation to City Council.

CALL TO PODIUM:

Marisa Stoller, City Clerk

Randy Thurston, Community Member

TIME ALLOTTED:

15 Minutes - Presentation

10 Minutes - Questions

SUPPORTING BACKGROUND:

Presentation to City Council.

Documents:

[7-25-22 LIQUOR ENTERTAINMENT DISTRICT PRESENTATION.PDF](#)

III. Adjournment



Aug. 26-Sept. 5, 2022



**Colorado
State Fair**

150 years of fun!



BROADEST ENDS STATEMENT OF THE STATE FAIR AUTHORITY

The Mission of the Colorado State Fair Authority:

A celebration of Colorado's vibrant and diverse industries, with emphasis on agriculture and with outcomes optimizing use of available resources

- 1.1 Coloradans participate in a premier annual celebration of Colorado's diverse cultures, communities and traditions.
(Highest Priority)
 - A. **People enjoy a wholesome, informative family entertainment event.**
 - B. **People have knowledge of agriculture and Colorado's industries**
 - i. **Priority: Agriculture and Colorado Proud food products**
 - ii. **There is growth in representation of Colorado industries at the Fair**
 - C. **People engage and connect with other cultures and groups in Colorado**
 - i. **Priority: Youth Engagement**
 - a) **Preferred platform for 4-H/FFA to showcase achievements**
 - D. **There is celebration of individuals' interests and achievements**



BROADEST ENDS STATEMENT OF THE STATE FAIR AUTHORITY

The Mission of the Colorado State Fair Authority:

A celebration of Colorado's vibrant and diverse industries, with emphasis on agriculture and with outcomes optimizing use of available resources

1.2 Colorado's Agricultural Industry is Showcased and Celebrated

A. (Long-term Priority) Colorado has a year-round/permanent agriculture education exhibit.

1.3 The Pueblo and Southern Colorado communities have a "Gathering Place."

A. There is growth in year-round targeted utilization of venues for public and private events.

B. There is an array of different activities/attractions for the enjoyment and education of the Southern Colorado public.



MARKET ASSESSMENT

Improvements to the Fairgrounds and the addition of larger, flexible facilities will enable the CSF to expand and create new market segments, including improving the Fair experience and attracting more festivals and outdoor expos in non-fair times.

Market Segment	Market Demand Potential
State Fair	High
Festivals/Outdoor Expos	High
Expo/Exhibit/Meeting Events	Moderate
Horse Shows/Competitions	Moderate
Livestock/Small Animal/Agricultural	Moderate to Low
Rodeo/Bull Riding	Low
Sports/Entertainment	Low





MASTER PLAN MAJOR MOVES

A. Relocate Carnival/Midway

B. Create new Livestock Facility

**C. Invest in the public realm -
Main Street Corridor & CO
Food Plaza, Create New
Community Gathering
Indoor/Outdoor Space**

**D. Relocate Rodeo and
re-zone area**

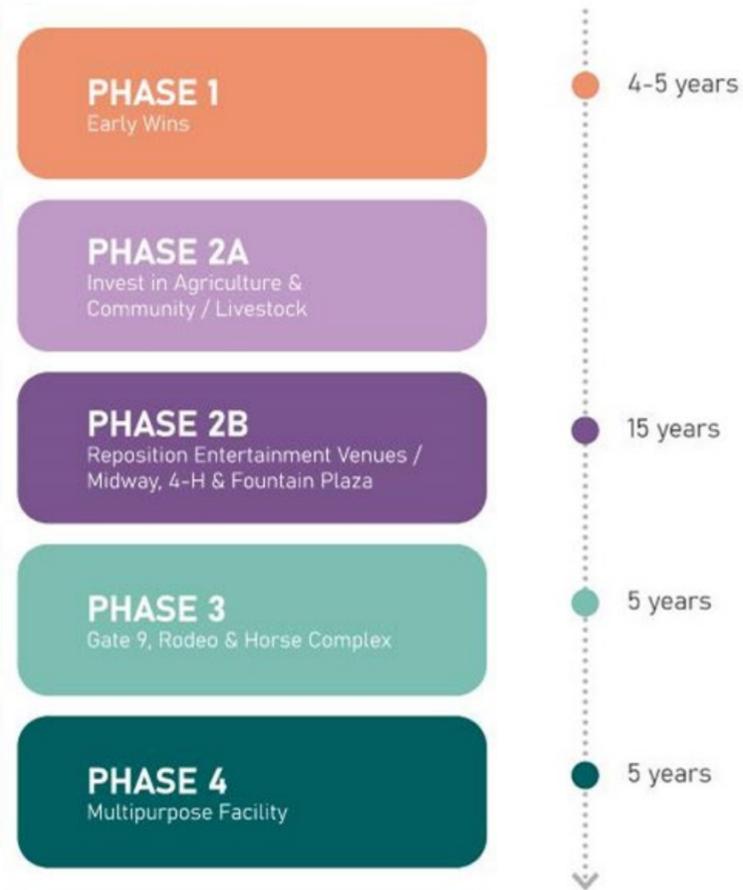
**E. Construct new Multipurpose
Facility**





IMPLEMENTATION STRATEGY

4 phases over 30+ years including “early wins,” a reduction in the backlog of facility deficiencies, engagement with the community, and investment in agriculture.





GATE 5 PROJECT - phase 1 (Prairie Avenue Entrance)





GATE 5 PROJECT – phase 2 (Prairie Avenue Entrance)





CURRENT PLAZA AND BARNES





NEW PLAZE AND BARN







2021 ECONOMIC IMPACT STUDY

2021 Colorado State Fair Visitor and Exhibitor Survey Highlights

Exhibitor Satisfaction



76%

of Exhibitors are Repeat, Having Exhibited at the Fair In Past 5 Years



77%

of Exhibitors are "Likely" or "Very Likely" to Recommend the CSF to Fellow Exhibitors



85%

of Exhibitors are Planning to Return in 2022

Visitation Characteristics and Visitor Satisfaction



72% are from 3 Counties

Pueblo (44%)
El Paso (20%)
Denver (8%)

8 out of 10

Visitors are Day-Trippers and Nearly **75%** of Overnight Visitors Spend 2 or More Nights

2/3 are Female and

1/3 Male

85% are Between the Ages of 25 and 64



81%

Of Visitors are Repeat Visitors With Nearly Half (49%) Having Visited for More Than 10 Years

91%

Of Visitors are Likely to Recommend the CSF to Friends and Family

35% Gained New Knowledge Related to Agriculture by Attending the Fair



2021 ECONOMIC IMPACT STUDY

Estimated Economic and Fiscal Impact Generated from Both Fair and Non-Fair Events in 2021

	FAIR	NON-FAIR	COMBINED
 Output	Total direct spending of \$30.3M at the County level. Total output (direct and indirect/induced spending) of \$43.7M at the County level.	Total direct spending of \$8.4M at the County level. Total output (direct and indirect/induced spending) of \$11.8M at the County level.	Total direct spending of \$38.8M at the County level. Total output (direct and indirect/induced spending) of \$55.5M at the County level.
 Jobs	506 full & part-time jobs supported within the County.	106 full & part-time jobs supported within the County.	612 full & part-time jobs supported within the County.
 Earnings	Total earnings of \$14.9M at the County level.	Total earnings of \$4.3M at the County level.	Total earnings of \$19.2M at the County level.



2021 ECONOMIC IMPACT STUDY



Estimated Tax Revenues Generated from Both Fair and Non-Fair Operations in 2021

▶ City of Pueblo	\$1,536,000
▶ Pueblo County	\$344,000
▶ State of Colorado	\$2,491,000
<hr/>	
Grand Total:	\$4,371,000



Aug. 26-Sept. 5, 2022



**Colorado
State Fair**

150 years of fun!

Questions/Comments



**ENERGIZE
CO COLORADO**

CITY OF PUEBLO | JULY 25, 2022





CONTENTS

- **Who We Are**
- **Energize Community Program**
- **What You Can Do**



WHO WE ARE

About Energize Colorado

Our mission is to catalyze change for a more resilient and equitable small business ecosystem across the State of Colorado.

Energize Colorado is a nonprofit organization comprised of builders and innovators focused on serving Colorado's smallest and most underserved businesses across four priority groups: women, rural, veteran, and BIPOC.



Our Origin Story

In March 2020, our eight founders came together through Governor Polis' Emergency Council for Stabilization and Growth. It was a unique time with many unknowns presented by the COVID-19 pandemic. As a group, we created a hypothesis of what would occur – the impact of lockdowns on small businesses causing financial distress, the need for mentorship and guidance, and the potential for emotional instability. Through the curiosity of our team and the power of our skilled volunteers, Energize Colorado formed segments and initiatives that focused on identifying problems and testing solutions.

In January 2022, we evolved our strategy beyond a pandemic response to focus on resiliency and equity for the small business ecosystem. When the next economic downturn hits, we want to make sure Colorado's small business ecosystem is stronger and has a resilient foundation for future growth – with a mindset and capacity to navigate whatever challenges come their way.



Our Capabilities



**BUSINESS
ADVISING**



**DIGITAL
INNOVATION**



**RESEARCH
& INSIGHTS**



**CAPITAL
DEPLOYMENT**

Our Impact



**\$50 M
DELIVERED**

FINANCIAL SUPPORT

By the end 2022, we will have delivered \$41M in grants & \$8M in loans.



**75
PARTNERS**

PARTNERS

75 partnerships have been activated through our Energize Community Program.



**3,000
SUPPORTED**

SERVICES

Since our founding, our programs have served 3,000+ small businesses.



**4,149
FUNDED**

BUSINESS OWNERS

We've supported 4,149 small business owners with grants and loans since 2020.



**564
VOLUNTEERS**

VOLUNTEERS

Since March 2020, we've had 564 volunteers engaged in building our programs.



ENERGIZE COMMUNITY PROGRAM

ENERGIZE

COMMUNITY PROGRAM



1

Funding
readiness
workshops



2

Low-interest
Gap Fund loans
up to \$20k



3

Community
accelerator
program

What is it?

- Provide access to capital and TA
- Deploy \$5.7M in low-interest loans directly to small business owners
- Distribute 300-500 loans across four communities, including Pueblo County

What's the status?

- Pueblo County businesses on the waitlist: 113
- Pueblo County businesses who have applied: 45

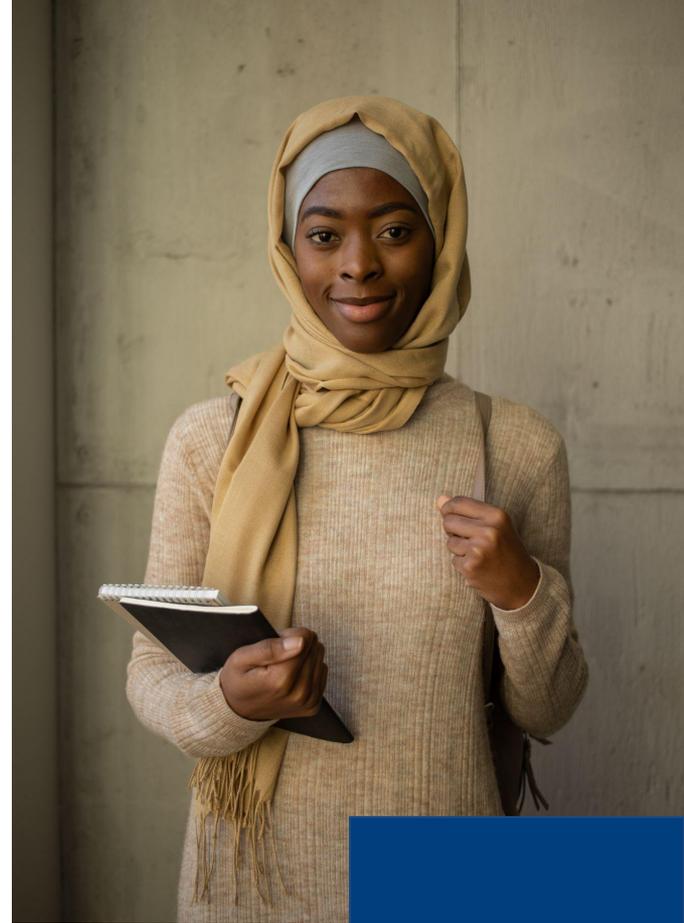


Gap Fund Loans

Loan Size: Up to \$20,000

Term: Up to 36 months (3 years)

Interest Rate: 2.5%



Uses Include:



- **Payroll**
- **Rent/Lease Payments**
- **Utilities**
- **Debt Consolidation**
- **Working Capital**
- **Equipment**
- **Inventory**
- **Capital Improvements**

Key Dates

- Applications Deadline: July 29
- Accelerator Dates: August 15-October 31

Our Ask:

Share the Opportunity

- Share the messaging: [Partner Toolkit](#)
- Application Portal: energizecolorado.com/ecp/ecp-loan-application

Thank You to Our Partners



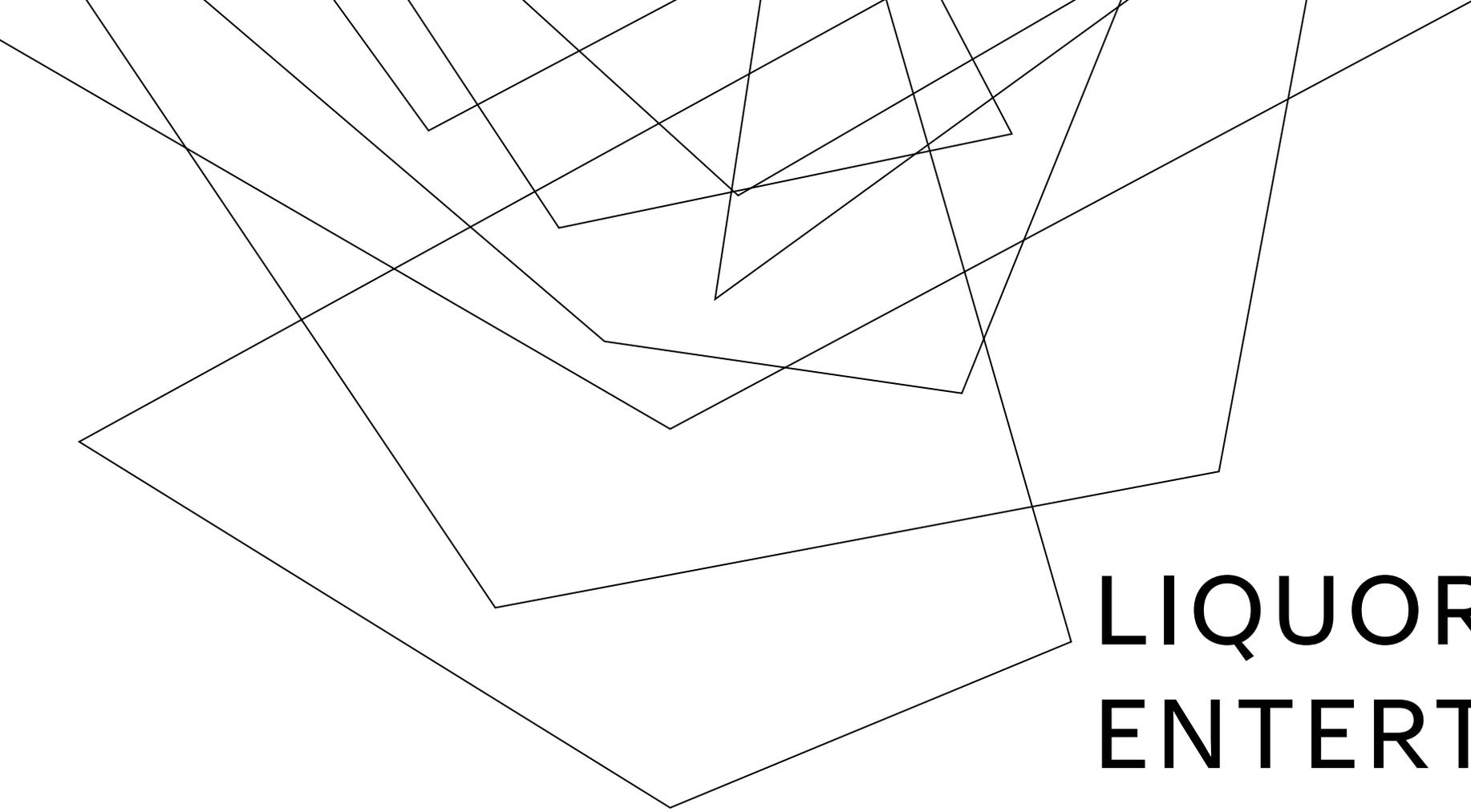
- Southern SBDC
- Southern Colorado Economic Development District
- NeighborWorks
- Southern Colorado Innovation Link
- Pueblo Chamber of Commerce
- Pueblo West Chamber of Commerce



Wendy Lea

Co-Founder, CEO

Wendy.Lea@Energizecolorado.com



LIQUOR ENTERTAINMENT DISTRICT

Marisa Stoller, City Clerk
July 25, 2022

OVERVIEW

The purpose of a Liquor Entertainment District is to allow multiple Liquor Licensees to share an outdoor space in a way that currently isn't allowed by any other method.

This allows patrons to purchase their drink at any of the Liquor Entertainment District facilities and walk around outside within the designated zone with that drink

NOVEMBER 8,
2021

Council passed Ordinance 10043 altering Article VII of Chapter 3 of Title XI to allow for the creation of Entertainment Districts in the City of Pueblo

DECEMBER 14,
2021

Staff held a Public Meeting on the proposed map to gather feedback

APRIL 4, 2022

Staff held a Public Meeting of primarily downtown businesses and liquor licensees to answer questions and explain process

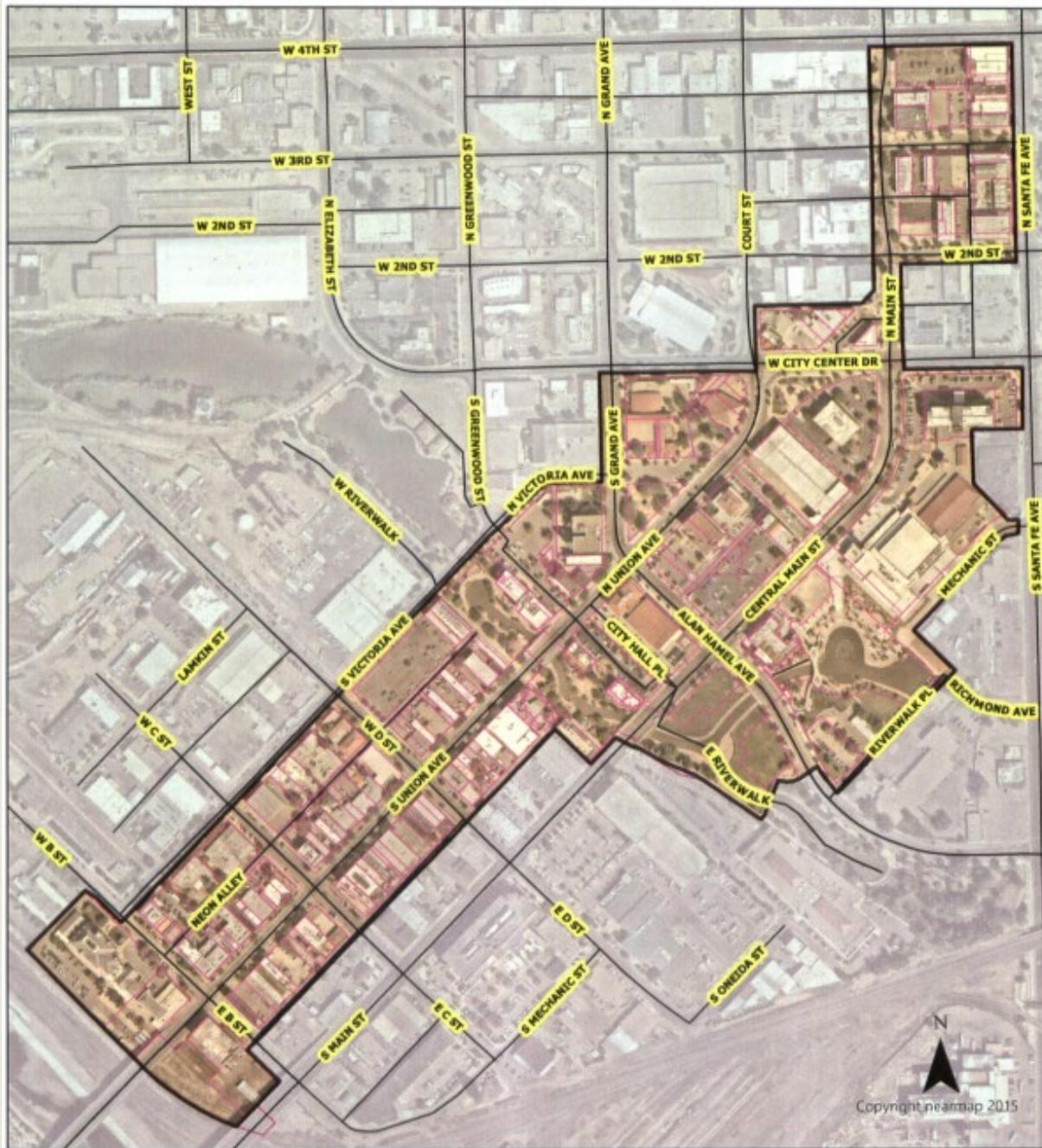
APRIL 11, 2022

Council passed Ordinance 10153 establishing a downtown Liquor Entertainment District map

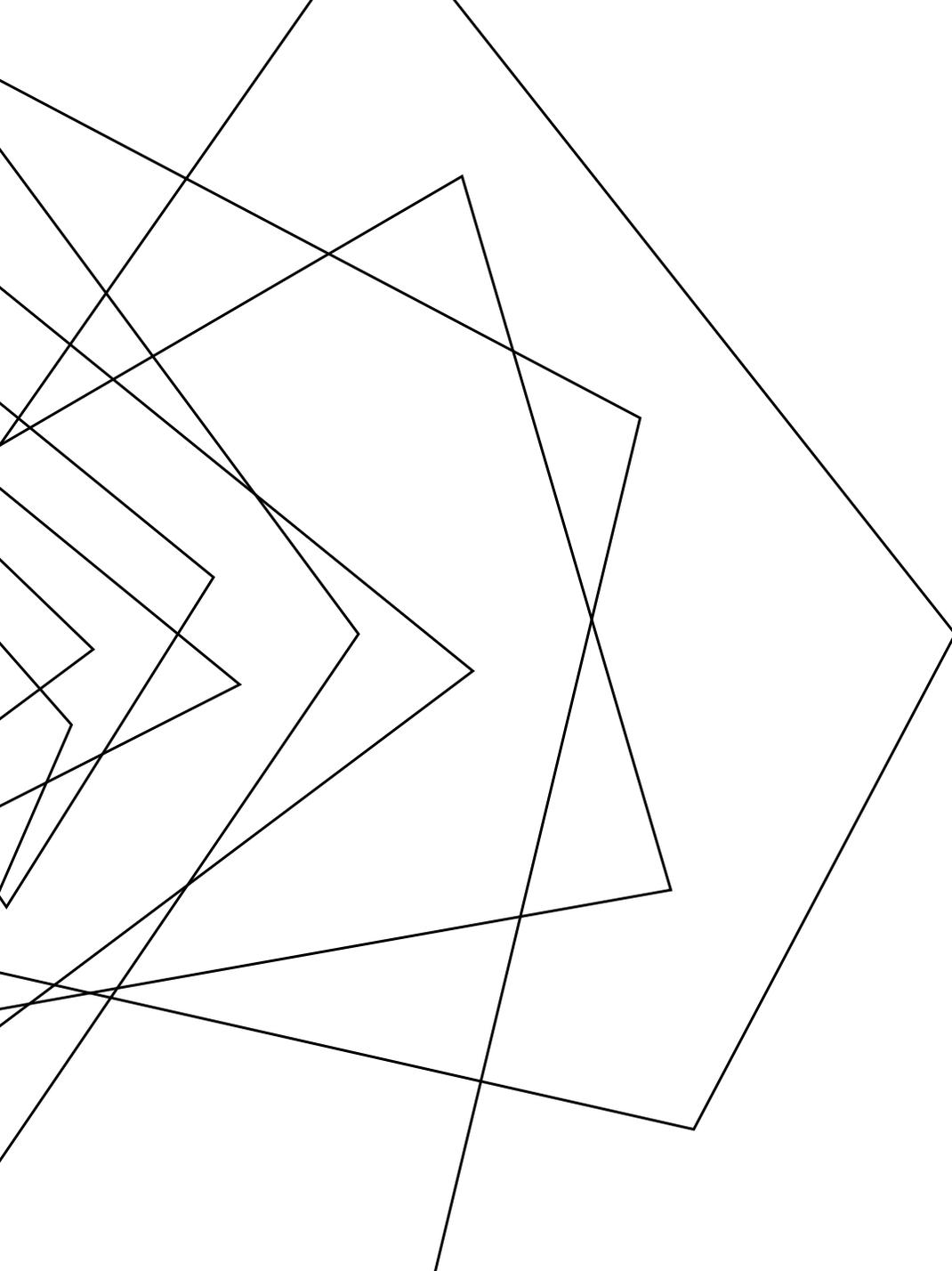
APRIL 27, 2022

Liquor Board held a Special Meeting to discuss the requirements of the Liquor Entertainment District application and considerations for approval

PREVIOUS ACTION



CURRENT LIQUOR ENTERTAINMENT DISTRICT MAP



TERMINOLOGY

LIQUOR ENTERTAINMENT DISTRICT

The area in which a common consumption area can be created; the entirety of this map is NOT a map of where liquor can be consumed

COMMON CONSUMPTION AREA

A location that allows multiple liquor licenses to overlap in an outdoor space

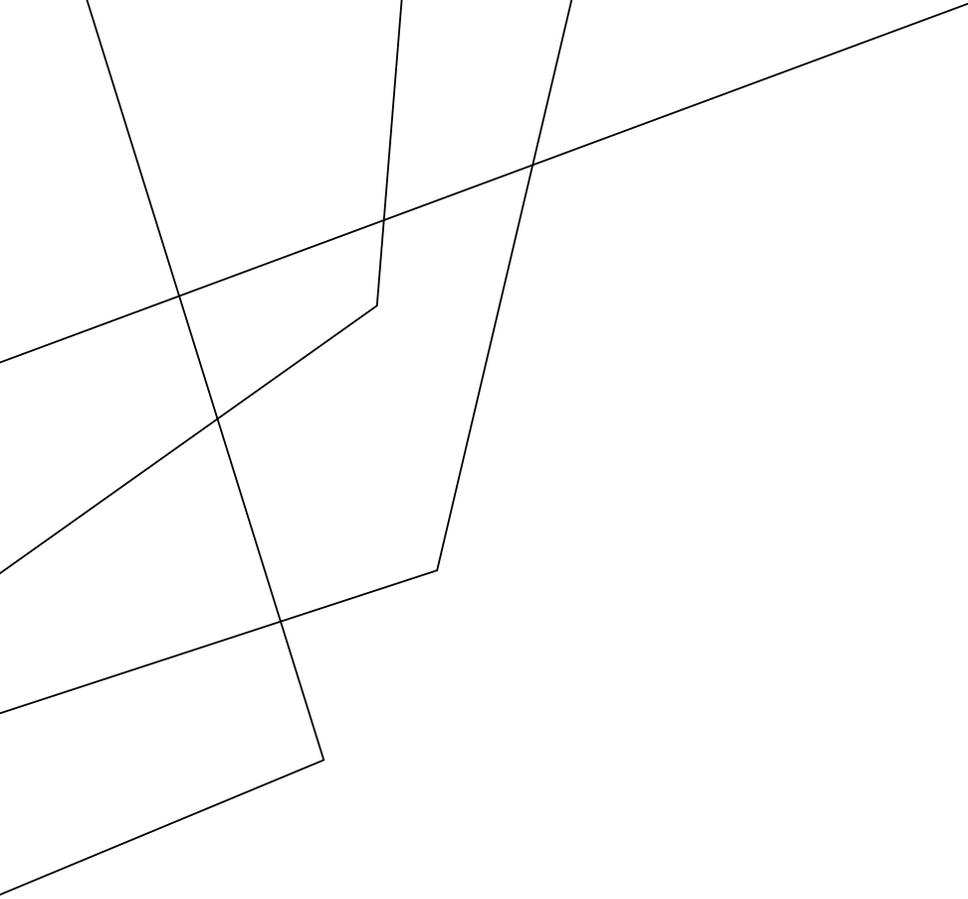
PROMOTIONAL ASSOCIATION

A group of at least two (2) licensed liquor holders who have come together to apply for a common consumption area

CURRENT INTEREST

Riverwalk Area

Central Plaza



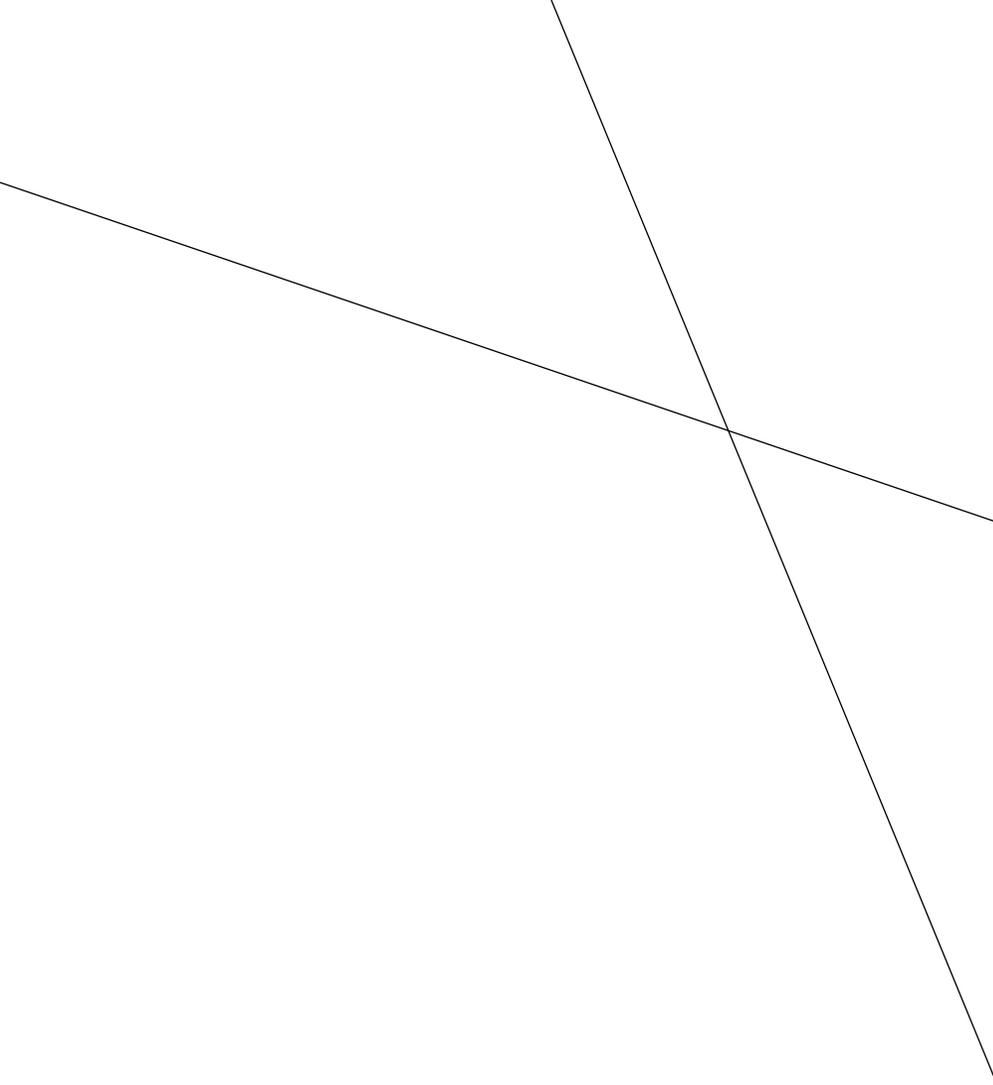
SPECIAL EVENT PERMITS

Ex: Chile & Frijoles Festival

MODIFICATION OF PREMISE

Ex: Colorado Taproom's Block Party

ALTERNATIVES



CONCLUSION