



Potential Economic Incentives Quick Facts

The Brighton Economic Development Corporation (Brighton EDC) and the City of Brighton have a unique public-private partnership representing the economic interests of Brighton in which the Brighton EDC supports the proactive recruitment of quality companies to the community. The Brighton EDC's role in this partnership is to recruit and encourage the expansion or relocation of quality companies and developments in the City.

The City Council has adopted an incentive policy intended to encourage quality companies to develop in the City in a manner that will serve the public interest. In its role to encourage high paying, quality jobs, and sales tax generation, the Brighton EDC is guided by the City of Brighton's established criteria. To that end, when the Brighton EDC discusses an incentive proposal for presentation to the City, the proposal is evaluated by the total economic impact to the Brighton area according to the criteria.

Once a project is determined to meet the minimum criteria for Brighton incentive consideration, the Brighton EDC will work with the project principals to develop a specific incentive proposal to submit to the City Council for consideration. Several factors help determine the size of any potential incentive request, but chiefly the amount of proposed incentive are generally directly tied to the positive economic impact the project will have on the city in future years. The EDC works with a variety of models to determine positive economic impact and can determine the size of potential incentives by working with applicant-provided, basic investment assumptions. (Assumptions such as: Capital investment – building, real estate and FF&E, number of jobs, average wages, sales & use tax generation, etc.)

The criteria reflected in these attached tables indicate a "typical" incentive process or request for the City of Brighton. However, there may be unique conditions that merit consideration. Unique conditions would likely include high-wage jobs or extraordinary levels of retail sales or property tax generation.

Additionally, the Brighton EDC acts as a liaison for accessing **County and State incentives** that may be available to your Brighton project. Both Adams and Weld Counties as well as the State of Colorado may provide incentives for qualifying projects in our community. Such potential incentives are generally considered on a case-by-case basis and may require the filing of a separate written request with the County and/or State. These incentives may include Enterprise Zone benefits, Colorado Economic Development Programs and tax rebates & credits at the County level. In some cases projects which may not qualify for City incentives may be eligible for State programs.

Primary Employer Projects in Brighton	
All requests for Brighton Incentives must meet the following:	
Average wage exceeds countywide average wage <i>(Adams and Weld Counties have different average wages and each is determined on an annual basis.)</i>	Required criteria
Creates or retains 20 or more jobs	
Commitment to document attempts to us local contractors/subcontractors or suppliers	
In addition the applicant must demonstrate that it will meet at least five (5) of the following criteria to be considered for Brighton incentives:	
Generates at least \$20,000 in real an personal property tax annually to the City	Must meet at least 5 of these criteria
Buildings include enhanced 360 degree architecture and enhanced landscaping	
Commitment of quantifiable document efforts to recruit and train Brighton residents as employees	
Generates \$500,000 in annual retail sales	
Is a supplier of existing Brighton Businesses	
Is a consumer of goods and/or services of existing Brighton businesses	
Occupies an existing building, commercial space or infill site	
Located within Urban Renewal Area boundaries	

Retail/Restaurant Projects in Brighton	
All requests for Brighton Incentives must meet the following:	
Annual taxable sales of \$1.5 million	Required criteria
Commitment of quantifiable document efforts to recruit and train Brighton residents as employees	
In addition the applicant must demonstrate that it will meet at least five (5) of the following criteria to be considered for Brighton incentives:	
Creates more than 20 FTE jobs	Must meet at least 5 of these criteria
Generates at least \$10,000 in real and personal property tax annually to the City	
Buildings include enhanced 360 degree architecture and enhanced landscaping	
Incorporates public art	
Commitment to document attempts to us local contractors/subcontractors or suppliers	
Provides goods, services or a restaurant format that is not currently available (First into the market)	
Brings new retailers into the market <i>(Relocating retailers already in Brighton may not qualify for incentives)</i>	
Occupies an existing building, commercial space or infill site	
Located within Urban Renewal Area boundaries	

Business Expansion/Retention Projects in Brighton	
All requests for Brighton Incentives must meet the following:	
Commitment of quantifiable document efforts to recruit and train Brighton residents as employees	Required criteria
In addition the applicant must demonstrate that it will meet at least five (5) of the following criteria to be considered for Brighton incentives:	
Retains five (5) or more jobs	Must meet at least 5 of these criteria
Adds five (5) or more jobs	
Is the sole provider of retail goods or services in the City	
Commitment to document attempts to us local contractors/subcontractors or suppliers	
New business, property or equipment investment of \$50,000 or more	
Retains retail sales	
Increases retail sales	
Occupies an commercial space or infill site	
Located within Urban Renewal Area boundaries	
Would provide goods or service not currently available in the City	