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**GRAND JUNCTION CITY COUNCIL  
MONDAY, AUGUST 30, 2021  
WORKSHOP, 5:30 PM  
FIRE DEPARTMENT TRAINING ROOM AND [VIRTUAL](#)  
625 UTE AVENUE**

**1. Discussion Topics**

- a. Lincoln Park Stadium Renovation Update
- b. Budget - Economic Development Partners Budget Discussion: Grand Junction Economic Partnership, Steve Jozefczyk; Business Incubator Center, Tim Hatten; Western Colorado Latino Chamber of Commerce, Jorge Pantoja
- c. Discussion and Direction of the Process to Review and Select Members of the American Rescue Plan Act Committee

**2. City Council Communication**

An unstructured time for Councilmembers to discuss current matters, share ideas for possible future consideration by Council, and provide information from board & commission participation.

**3. Next Workshop Topics**

**4. Other Business**

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*What is the purpose of a Workshop?*

The purpose of the Workshop is to facilitate City Council discussion through analyzing information, studying issues, and clarifying problems. The less formal setting of the Workshop promotes conversation regarding items and topics that may be considered at a future City Council meeting.

*How can I provide my input about a topic on tonight's Workshop agenda?*

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Individuals wishing to provide input about Workshop topics can:

1. Send an email (addresses found here [www.gjcity.org/city-government/](http://www.gjcity.org/city-government/)) or call one or more members of City Council (970-244-1504);
  2. Provide information to the City Manager ([citymanager@gjcity.org](mailto:citymanager@gjcity.org)) for dissemination to the City Council. If your information is submitted prior to 3 p.m. on the date of the Workshop, copies will be provided to Council that evening. Information provided after 3 p.m. will be disseminated the next business day.
  3. Attend a Regular Council Meeting (generally held the 1<sup>st</sup> and 3<sup>rd</sup> Wednesdays of each month at 6 p.m. at City Hall) and provide comments during “Citizen Comments.”
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## Grand Junction City Council

### Workshop Session

Item #1.a.

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**Meeting Date:** August 30, 2021

**Presented By:** Ken Sherbenou, Parks and Recreation Director

**Department:** Parks and Recreation

**Submitted By:** Ken Sherbenou

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### Information

#### **SUBJECT:**

Lincoln Park Stadium Renovation Update

#### **EXECUTIVE SUMMARY:**

Lincoln Park Stadium is undergoing major renovation in 2021 and 2022. September 20th is the scheduled start date for construction. The project's architect and engineer team, led by Perkins and Will, has been working diligently with the Construction Manager and General Contractor, Shaw Construction. Working with these two groups, project priorities have been set by the Stadium Improvement Committee, comprised of Grand Junction Baseball (JUCO), Colorado Mesa University (CMU), School District #51 and the City. The resulting plans include significant capital improvement to this cornerstone of the community that School District #51, CMU, JUCO, the GJ Rockies and many other community users rely upon.

At the August 16, 2021 workshop, City Council discussed the evolving plans for the Lincoln Park Stadium Renovation. Council gave direction to continue the discussion at the next workshop on August 30, 2021.

The following considerations need to be discussed with the City Council at this workshop and staff requests direction on the following:

1. Addition to the base project of \$2.5 million to ensure completion of the highest priorities. The addition includes new northwest and southwest entryways, technical, electrical, and audiovisual upgrades. Funding for this would initially be an advance from the General Fund reserve, to be repaid by CMU over the course of 12 years at \$200,000 per year plus \$100,000 for the final year.
2. Addition of a multipurpose building which would include locker rooms and offices for the CMU football team, public restrooms, and a shared-use area for other users of the stadium. The City has been asked for a contribution of \$500,000 towards this specific addition to the stadium complex. The cost of this building is currently estimated cost of \$2.8 million.

The base project of \$8 million that is funded by the proceeds from the 2010 Stadium

Certificates of Participation (COPs) refunding, includes the replacement of sections of the north bleachers as well as the construction of new grandstands for the west bleachers including new men's and women's bathroom facilities.

### **BACKGROUND OR DETAILED INFORMATION:**

Currently, the base project plan of \$8 million is funded through the proceeds from the refunding of the Stadium COPs. The annual lease payment for this renovation and previous improvements to the Stadium average \$698,000 per year through 2044. This annual payment is funded by JUCO (\$300,000) and School District #51 (\$100,000) with the City's Conservation Trust Fund revenues funding the remaining amount. As mentioned in the summary, CMU is also a funding partner and it is proposed their contribution be put towards repaying a loan of \$2.5 million from the General Fund reserve. This would be \$200,000 per year from 2021 to 2032 and then \$100,000 for the year 2033. This would constitute a total contribution from CMU of \$2,500,000, which will be the same as School District #51 at \$100,000 for 25 years.

The base project plan includes the demolition, foundations and new grandstands at Suplizio Field and Stocker Stadium. This involves the replacement of the oldest sections of bleachers at Suplizio with 1,000 new chairback seats behind home plate and 3,000 new bleacher seats along the 3rd baseline. All electrical, utilities, asphalt, electrical, cabling and audio/visual elements in this section of the stadium will also be replaced. On the Stocker side, the base project plan includes demo, foundations and new grandstands for the west bleachers, which are the oldest on the Stocker side. New buildings will also be constructed under the new stands, including new men's and women's bathrooms. All utilities, asphalt, electrical, cabling and audio/visual elements in this section of the stadium will also be replaced.

At the August 18, 2021 City Council meeting, Council authorized the City to pursue a Department of Local Affairs (DOLA) grant for \$600,000 to help fund a \$1.2 million lighting conversion addition to the project. This addition would convert all the existing lighting at the stadium to LED, which will provide energy savings, reduce light pollution, and greatly improves the efficiency of turning the lights on and off during events.

The \$2.5 million addition to the base project would include the following elements.

- **New Entryways:** The west entrance to the Stadium is heavily used by fans, teams, and students coming from both the west and north sides of the Stadium. This addition to the project would provide the construction of a new northwest entry plaza with landscaping provide a more immediate and safer entry from the north side of the Stadium. The southwest plaza would provide a new ticketing venue and added space for entry from the west relieving severe congestion during events and significantly enhancing the safety of that entrance.
- **Technical, Electrical, and Audio Visual Upgrades:** The announcing and sound system was originally installed in 2004. As a part of the 2012 Tower Project, the speakers and components were rebuilt and reinstalled. However, with the accelerated rate of technology advancement over the last decade, the current speaker and IT systems are outdated and unreliable. These upgrades replace all of the speakers and components needed to operate the master system. It also includes upgrade to all ticketing locations to allow for mobile tickers, Lincoln Tower Pres Box upgrades including broadcasting and announcing functions,

add electrical plug-ins in each endzone for Stocker Stadium, adds audio-visual to the camera platforms and improves the scoreboard functionality.

A new multi-purpose building is also being considered to include offices and lockers for the CMU football team at an estimated cost of \$2.8 million. The request is for the City to contribute \$500,000 towards this additional facility.

The Parks and Recreation Advisory Board discussed the evolving plan for the Stadium renovation at their regularly scheduled August 5, 2021 meeting. After much discussion, Michele Vion made a motion that the Parks and Recreation Advisory Board recommend support for the proposed Stadium Master Plan project proposals. The motion was seconded by Austin Solko and carried unanimously (9 - 0).

**FISCAL IMPACT:**

**Stadium Project Summary:**

Base Project:	\$ 8,000,000
Additional Elements:	
Two Entry Plazas	\$ 1,100,000
Technical, Electrical and Audio Visual Upgrades	1,200,000
Design and Construction Fees	200,000
Light Conversion*	1,200,000
Total Additional Elements	\$ 3,700,000
Stadium Project:	
Base	\$ 8,000,000
Additional Elements	3,700,000
Total Project	\$ 11,700,000
Funded By:	
Proceeds From COP Refunding	\$ 8,000,000
Loan from the General Fund Reserve	2,500,000
DOLA Grant	600,000
Additional City Funds for Light Conversion	600,000
Total Resources	\$ 11,700,000
*Authorized by City Council on August 18, 2021	

If Council chooses to proceed with approving the additional elements of the Stadium project, the costs will be added to the Supplemental Appropriation Ordinance scheduled for first reading on September 1, 2021 for expenditure authority.

**SUGGESTED ACTION:**

This agenda item is for Council discussion.

**Attachments**

None



## Grand Junction City Council

### Workshop Session

Item #1.b.

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**Meeting Date:** August 30, 2021  
**Presented By:** Greg Caton, City Manager  
**Department:** Finance  
**Submitted By:** Jodi Welch, Finance Director

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### **Information**

#### **SUBJECT:**

Budget - Economic Development Partners Budget Discussion: Grand Junction Economic Partnership, Steve Jozefczyk; Business Incubator Center, Tim Hatten; Western Colorado Latino Chamber of Commerce, Jorge Pantoja

#### **EXECUTIVE SUMMARY:**

Representatives from Grand Junction Economic Partnership, the Business Incubator Center, and Western Colorado Latino Chamber of Commerce, will discuss City funding and upcoming budget requests.

#### **BACKGROUND OR DETAILED INFORMATION:**

Grand Junction Economic Partnership has received funding from the City for ongoing operations as well as a portion of the revenue generated from the vendors fee cap for new business prospects and job creation incentives. The Business Incubator Center has received funding for ongoing operations and grant match funding, and from the vendors fee cap for the Maker Space and Incubator Kitchen programs. Western Colorado Latino Chamber of Commerce has received funding from the vendors fee cap for business retention and start-up support.

#### **FISCAL IMPACT:**

This item is for Council discussion only.

#### **SUGGESTED ACTION:**

This item is for presentation and Council discussion only.

### **Attachments**

1. GJEP Presentation - 2021 Update to City Council
2. Business Incubator Presentation Handout



# 2021 City Council Update




Steve Jozefczyk  
Interim Director

# 2021 HIGHLIGHTS

GJEP 2021 Dashboard

	Leads	Level I	Level II	Level III	Wins
General	22	63	9	5	3
RJS	0	0	0	2	2

- 
- ACOM Unlimited
  - Hayden Data
  - Cloudrise
  - Lada Cube Walls
  - Pax8

- Continued growth in Opportunity Zone projects- specifically housing
- 3rd Annual Techstars West Slope StartUp Week
- Local manufacturing remains strong- 2 local expansions totaling 100 new jobs
- Continued growth in tech/cybersecurity as a result of CMU
- Collaboration/Pro-Business continues to be our #1 strength
- Board Retreat focused on a post-distressed Mesa County
- Marketing and communications outreach reached historic highs
- Created a website specific to remote workers/Welcome Wagon
- Taking advantage of LONE program through recruitment of remote jobs
- Western Colorado Economic Summit- September 30 at Convention Center
- Continued to campaign for BLM HQ to remain in GJ

# 2022 FOCUS

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- Freight Study/ CDOT/ OEDIT work to bring shipping containers to GJ/ FTZ
- Continued marketing/earned media opportunities
- Continued recruitment to Las Colonias Park- Conservation Center
- Working with developers to revitalize River District- new hire focused on real estate
- Growth of Welcome Wagon/Remote worker program
- Economic Summit becomes Regional Summit?
- GJEP Expansion/possible collocation with BIC to better serve the community
- Shifting OEDIT focus from urban to rural- we continue to fight this fight
- Continued recruitment of aerospace industry
- Passport Program with CMU to better connect graduates to local jobs
- Find private partner for Plaza project at Las Colonias Park

# GJEP REQUEST

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- Request to the City of GJ
  - \$190,000 Operations
  - \$25,000 Las Colonias marketing
  - \$45,000 Incentive Fund
- Incentive Fund
  - Fund currently has \$177,000
  - \$82,750 are reserved for incentive contracts
  - Expect to release \$72,500 back into the fund in 2023
- GJEP total annual budget is \$800,000
  - GJ is 29% of our budget
  - Public Sector is 45% of budget, 55% private sector



**"My time with SBDC has changed so much about my business- from its literal name down to how I operate daily as the owner."**

**-April Arnold  
Owner of Kose Events**

### Business Incubator Program

**18** clients on campus  
**2** pending applicants  
**5** new businesses  
**1** business graduated

### Commercial Kitchen Program

**41** clients on campus  
**3** pending applicants  
**17** new businesses  
**4** business graduated



**46** training events

**310** clients coached

**1,200** coaching hours

**18** businesses started

**77** jobs created

**88** jobs retained

**\$3,623,498**  
capital investment

**\$3,501,000**  
increased sales

**94%** of clients rate our coaching services as good to excellent

**95%** of training attendees rate our events as good to excellent



**430+**  
hours of recovery-focused consulting

**21** webinars provided

**17** new businesses

**4** businesses graduated

### Grand Junction Makerspace

**22** community projects

**825**

COVID shields and mask extenders  
manufactured and donated (2020)

**2** new businesses launched

**17** students completed WIP cohort

**"The Incubator [and Grand Junction SBDC] helped us get through 2020 by guiding us with useful information and new ideas. With 2020 being so rough, they were able to provide us with [information about] forgiveness grants, whether local or through somewhere else."**

**- JoJo Barnes  
Co-Owner of Thai Number 9**



## Business Incubator Program

- Continue to implement comprehensive business consulting services, including 6-point audit and monthly financial and operational review of client businesses by Entrepreneur in Residence (EIR).
- Complete Tenant Resource Suite, which will include “quiet spaces” for tenant companies to work, resource library, training room and consulting space with EIR.
- Develop Business Marketing training for client companies including website review/update and social media classes.
- Continue Tenant Meet-Ups hosted by client businesses to encourage networking and knowledge of available resources on campus.
- Partner with the MC Public Library to provide access to and training for audio/video marketing, which will include an on site recording space for client companies.

## Commercial Kitchen Program

- Continue to expand programming to provide bookkeeping, menu cost pricing, and business training specific to food-based businesses.
- Expand popular course offerings in Spanish.
- Expand food truck plug in space to provide on site parking for client food trucks.
- Provide Dept. of Agriculture workshop for food-based businesses.
- Host Food Manager Certification at BIC in collaboration with CSU Extension.
- Establish Peer-to-Peer mentoring program for commercial kitchen client companies.

## Grand Junction SBDC

- Continue to offer How to Start a Business, Bookkeeping Bootcamp, and Fast Trac Courses.
- Increase Services to underserved communities, including women and minorities.
- Implement a “Bid Proposal Writing” course.
- Implement a “How to do Business with the Government” course.

## Grand Junction Makerspace

- Increase growth in number of members (back to pre-pandemic memberships at minimum), and in hours of tool usage revitalization of the Space.
- Fresh new look with expansion into upstairs Technology space and new entrance into Makerspace with collaborative space, tool demonstration area, and display of wares.
- Re-institute classes, community out-reach, and Open Hours.
- Establish metal fabrication/welding shoppe.
- Implement online instructional videos.



# BUSINESS INCUBATOR CENTER

Expert Help • Targeted Resources • Tangible Results

The BIC

2020

Program Report





## Incubator Program

**6**

**New Companies**

**\$8.84 Million in  
Client Company Revenue**

**28**

**Client Companies**

**9 Businesses  
Graduated into the  
Community**

“The Business Incubator has been essential to the success of my crane business, including helping with my bookkeeping and building my web presence.”  
Jeff Thornton,  
Owner



<https://jtcraneservice.com/>



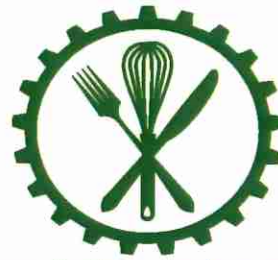
<https://fruitaworks.org/>



**Fworks, our Fruita coworking space, had 2 monthly memberships and 3 dedicated desks. Due to COVID, there were no drop-in memberships. 2 events were hosted in the space.**

“I enjoy being able to use a commercial kitchen that has the capability to handle the needs of my growing business. I also appreciate the opportunity to consult with the Incubator staff and learn and share knowledge with other caterers and food trucks that use the kitchen.” John Young

<https://theribbercatering.com/>



**Kitchen Incubator**

<https://gjincubator.org/commercial-kitchen->

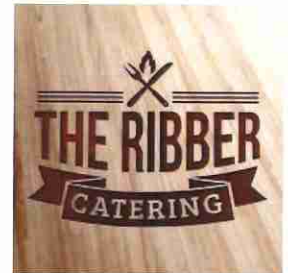
**Average of 30 clients**

**Created 18 new jobs**

**Annual revenues of \$850K**

**10 new clients**

**Graduated 5 into the community**



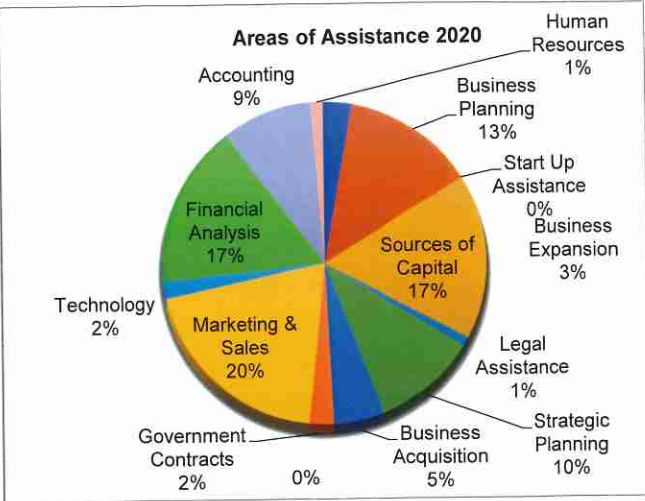
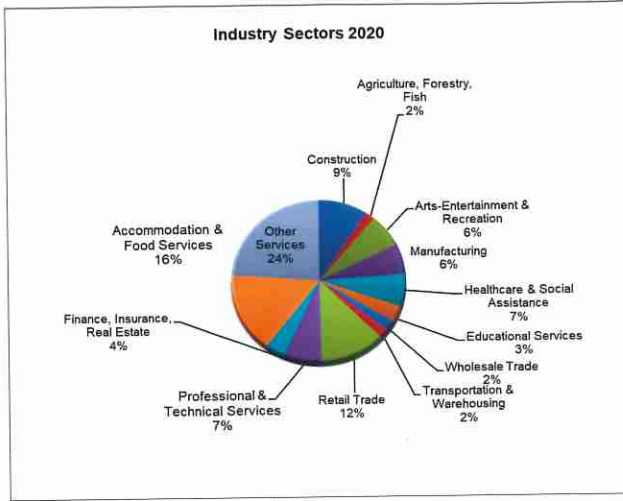


**GRAND JUNCTION** *Small Business Development Center*

**10**  
**Business Starts**

**375**  
**Clients served**

**112**  
**Jobs Created**



<https://www.facebook.com/AlpineAutohausGJ/>

“I had no idea where to start with the business plan. Without the GJ SBDC’s help, I would have never been able to accomplish what I did.”

Sean Cotter, Owner



**1,610**

**Coaching Hours by**

**\$2 Million in**

**Capital Formation**

**Cares Act**



U.S. Small Business  
Administration

**325**

**Hours**

**of Covid Recovery**

**1-on-1 coaching to 68**

**distinct businesses**

**19**

**Covid-centric webinars**

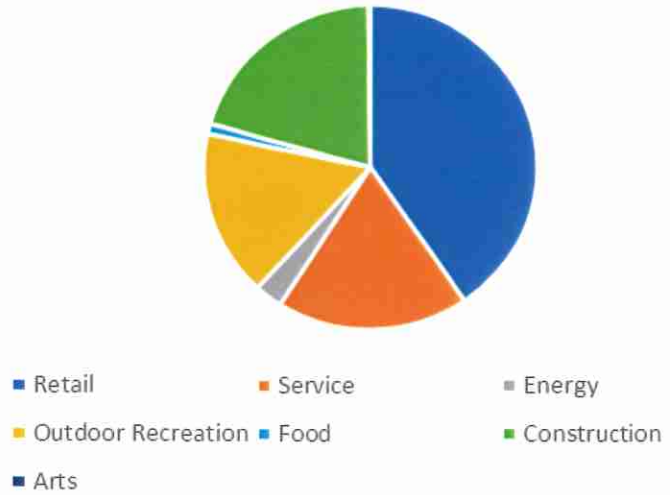


# Business Loan Fund

**86** Jobs  
Created or Retained

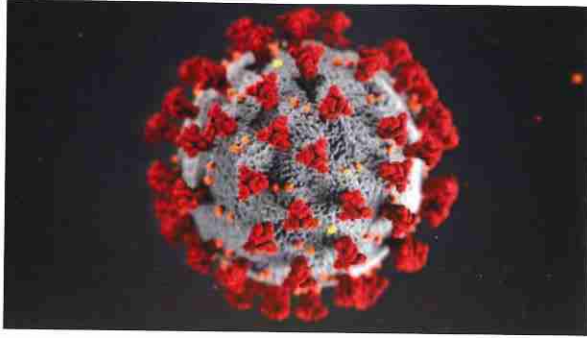
**18**  
Small Business  
Loans totaling  
**\$1.47**  
Million  
Funded in **2020**

Industries Served



**39**

**COVID-Specific Loans to covid responder companies & other small businesses impacted by the pandemic, located in the Cities of Grand Junction and Fruita (in addition to the 18 regular Small Business Loans)**



**143**

**Grand Junction Covid Recovery Grants funded to for-profit businesses and non-profits**

**\$1.2M**

**Covid-specific relief funded through the Business Loan Fund of Mesa County to date**

**\$53** Million in  
Capital Investments  
within MCEZ

<http://gjincubator.org/enterprise-zone/>



**3,092**  
Contribution Project  
Certifications Issued

**\$4.7** Million Cash  
Donations Certified

**\$823K**

In-Kind  
Donations  
Certified

**297** New Jobs  
Created within MCEZ

**Programs operated within the GJmakerspace: Geo Maker Institute (through National Geographic), Hi Fives Robotics Team, and WorkForce Innovation Program (in conjunction with the Mesa County WorkForce Center) which held their 5th cohort with 17 participants in 2020**

**New Maker Spaces:**

- **Wood Working Shoppe w/11 machines plus hand tools**
- **Sewing Room w/quilt machine and commercial sewing machine**
- **Render Farm (w/33 linked computers)**

**41**

**Members**

**2**

**Businesses Lunched**

**22**

**Community Projects**



**7**

**Prototypes Developed**

**825**

**COVID face shields & ear loop extenders designed, manufactured, and donated**

**Business Incubator's Client [MLS Senior Care](http://www.mlsseniorecare.com/) won the 2020 InBIA (International Business Innovation Association) Incubator Client of the Year award after being nominated by BIC**



Diana Connor decided to start a home health care business in 2015, but due to a lack of small business background, quickly realized she might be in over her head. She found BIC's website when searching online for help starting a business. After moving to Grand Junction in 2016, she took her first (of many) class at BIC—*Starting a Business in Western Colorado*.

Diana quickly enrolled in the Grand Junction Small Business Development Center's 12-week-long *Leading Edge* class (GJSBDC is a program at BIC). After finding out there was much about the home health care industry she didn't know, she took every business class offered at BIC, as well as meeting with staff and volunteer coaches. **"Having access to BIC gave me better information and more help than a 4 year degree," Diane says.**

Her first payroll of 2016 was \$99, and she ended the year with gross revenues of \$7,316. With a loan from the Business Loan Fund of Mesa County (a program at BIC), Diana purchased another personal care business in 2017. She retained that business' 3 employees, and by year end 2017 had 13 employees and 40+ clients. By 2018, 32 employees and 70 clients. By 2019, her 60 employees were billing 1,700 hours per week, with a monthly payroll of over \$100,000, and had annual revenues of \$1,108,331!



Diana continues to meet with staff regularly. **"One of the best experiences I had was sitting down with BIC staffer Helen Roe and going over my Cash Flow. This helped me understand the growth pattern I would need in order to be successful, and is one of my greatest benchmarking tools. Not only is the staff amazing, but meeting other entrepreneurs, sharing ideas, and learning from their experiences is instrumental to my success."** *Diana Conner*

<https://inbia.org/awards-results/>



Founded in 1987, The Business Incubator Center (The BIC) is a regional **"one stop shop"** for new and existing small business entrepreneurs in Western Colorado. As a truly unique organization, The BIC hosts a traditional incubator program, a commercial kitchen incubator, the Grand Junction Small Business Development Center (SBDC), the Business Loan Fund of Mesa County, Mesa County Enterprise Zone, the GJmakerspace, and FWorks Coworking Space in Fruita. **The BIC's mission is to support the launch, growth, stabilization and long-term success of business enterprises in Mesa County, which we have been successfully executing for more than thirty years.**

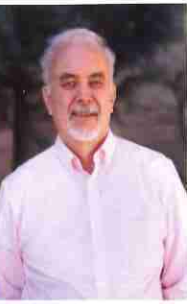
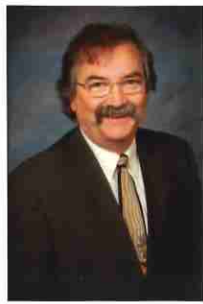
With over 60,000 square feet of space for clients in residence and an exceptional combination of staff and volunteer coaches, The BIC has been recognized twice as the number one mixed-use incubator **in the world** by the International Business Innovation Association (InBIA) for our ability to successfully combine space, business advisory services, community and access to capital to serve our community.

More than 50% of BIC's clients are low-to-moderate income, and 70% are minorities.

***We are here for our entrepreneurs.***

***We are here for every small business in our community.***

***We are here for you.***



**The BIC Board of Directors**

**The BIC Staff**





## Grand Junction City Council

### Workshop Session

Item #1.c.

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**Meeting Date:** August 30, 2021  
**Presented By:** Chuck McDaniel  
**Department:** City Manager's Office  
**Submitted By:** Greg LeBlanc, Sr. Asst. to the City Manager

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### **Information**

#### **SUBJECT:**

Discussion and Direction of the Process to Review and Select Members of the American Rescue Plan Act Committee

#### **EXECUTIVE SUMMARY:**

The City of Grand Junction is beginning the process of determining how to utilize the State and Local Fiscal Recovery Funds (SLFRF) allocated to the City by the U.S. Treasury, as established in the American Rescue Plan Act (ARPA). The City of Grand Junction will be working to determine the best use of SLFRF funds in our community over the next several months. An important part of this effort was establishing an American Rescue Plan Advisory Committee (ARPAC) to provide input to the City Council on potential uses of the funds. The City recently solicited applications for this committee which are now under review for selection by City Council.

#### **BACKGROUND OR DETAILED INFORMATION:**

The City of Grand Junction is beginning the process of determining how to utilize the State and Local Fiscal Recovery Funds (SLFRF) allocated to the City by the U.S. Treasury, as established in the American Rescue Plan Act (ARPA). These funds to states, counties, and local governments are intended to provide support in responding to the economic and public health impacts of COVID-19 alongside efforts to contain impacts to communities, residents, and businesses. The Treasury has determined Grand Junction's portion of these funds to be approximately \$10.4 million. The allowable uses of these funds are broad, as determined by the legislation and guidance from the U.S. Treasury. They include:

- Replacement of Public Sector Revenue Loss
- Support for the Public Health Response
- Address Negative Economic Impacts

- Premium Pay for Essential Workers
- Water, Sewer, and Broadband Infrastructure

Within each of these broad categories, the Treasury has outlined a non-exhaustive list of potential eligible spending uses designed to grant wide flexibility for each individual community's needs.

The City of Grand Junction will be working to determine the best use of SLFRF funds in our community over the next several months. An important part of this effort was establishing an American Rescue Plan Advisory Committee (ARPAC) to provide input to the City Council on potential uses of the funds. The City recently solicited applications for this committee which are now under review for selection by City Council.

The American Rescue Plan Advisory Committee makes SLFRF funding recommendations to the City Council. The City Council sought a diverse group of representatives with knowledge and experience in a variety of areas including the nonprofit sector, healthcare, business, and economic development. Committee members will participate in several meetings over the course of a few months.

**FISCAL IMPACT:**

N/A

**SUGGESTED ACTION:**

**Attachments**

None