



## Agenda Memorandum

Agenda Item – {{section.number}}.A.

City Council Meeting  
October 14, 2024



### **Strategic Priority 2: Community Empowerment and Engagement**

Enhance the sense of community and connection in Westminster through engaging methods of communication and dialogue that improve accessibility, increase understanding, and encourage participation in civic and City life



### **Strategic Priority 4: Economic Vitality**

Promote and support a resilient economy that attracts and retains a diversity of businesses, workers, and industries, expands living wage jobs, and diversifies the City's tax base

**Subject:** Business Appreciation Month and Business Support Activities

**Prepared By:** Stephanie Troller, CEcD; Economic Development Manager  
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Lindsey Kimball, CEcD, EDFP; Community Services Director

## **Recommended City Council Action:**

This report is for information only and requires no action by City Council.

## **Summary Statement:**

The purpose of this report is to inform City Council about upcoming activities planned to express the City's appreciation to local businesses for their contributions to both the community and local economy in honor of Business Appreciation Month this November.

- Social Media – weekly throughout the months of October and November
- Newsletter, Website – ongoing throughout the months of October and November
- Small Business Training Partnership with the Small Business Development Center (SBDC) – TBD, likely late October or early November
- City Council Business Appreciation Quotes – shared November 1 to 30

- Business Appreciation Award Luncheon – October 23
- Taste of Westminster Participation – November 7
- Special Thanks Social Media for Veteran Owned Businesses – November 11
- Shop Small Proclamation – November 30

### **Background Information:**

The City supports and encourages business development by providing advocacy, technical assistance, connections to partner resources, trainings, informational workshops, events, and financial resources for local businesses.

A core component of business development is business retention and expansion (BRE) activities. According to the International Economic Development Council (IEDC), approximately 80 percent of all new jobs created in a community come from existing businesses. While BRE services are applicable to all industries and sizes of businesses, the City places a special emphasis on supporting locally owned small businesses, since these businesses create the authentic fabric of the community and, according to the U.S. Small Business Administration (SBA), are responsible for creating 63 percent of all new jobs in a community.

The City has over 3,000 licensed businesses that provide a stable sales and property tax base for the City, job opportunities for residents and non-residents alike, a diversified local economy, and convenient access to a robust offering of goods and services. As part of the BRE program, Staff works to educate businesses about the City's resources, as well as build relationships within the business community. When businesses know that they have an actively engaged local government that wants them to be successful and grow in the community, they are less likely to relocate or close. These businesses also tend to be more engaged in civic activities, vitality, and community pride.

In honor of Business Appreciation Month, the City has planned outreach and information-sharing activities to inform and support the businesses contributing to Westminster's economy during and leading up to this November. The goal is to build awareness about City resources to retain and expand as many businesses as possible and, more importantly, express the City's appreciation for the contributions made by the local business community. Below is a list of efforts that will occur throughout the months of October and November to help celebrate and share information for Westminster businesses.

- Social Media – Multiple social media posts are planned and will inform local businesses and residents about City resources and programs, as well as highlight the contributions of the businesses to the local economy.
- Veteran's Day – Social media posts are planned to express special thanks to all veteran-owned businesses on November 11.
- Articles in Economic Development and City Newsletters – Articles will be shared about Business Appreciation Month and the City's existing business programs, services, and grants.

- Economic Development Website – The website will be used to promote Business Appreciation Month and the City’s existing business programs, services, and grants. It will also highlight the Business Legacy, Community Spirit, and Sustainability award winners.
- Business Appreciation Awards – Staff will be working with City Council to host the awards at The Establishment at Bradburn Village on Wednesday, October 23. Businesses will be recognized and receive awards for Business Legacy, Community Spirit, and Sustainability. The award winners will be posted on the Economic Development website and through various marketing platforms throughout the month of November.
  - Business Legacy: During the Business Appreciation Awards, the City will recognize those businesses in Westminster that have been in operation for 25 years or longer, in five-year increments, with a Legacy Award.
  - Community Spirit Award: During the Business Appreciation Awards, the City will recognize businesses that have made contributions to the community by supporting events, programs, and initiatives that benefit the City of Westminster and its residents with a Community Spirit Award.
  - Sustainability Award: During the Business Appreciation Awards, the City will recognize businesses that have made contributions to the environment and the community with a Sustainable Business Award.
- Business Appreciation Quotes – Business Appreciation Month runs from Friday, November 1 through Saturday, November 30. Staff will gather quotes from City Council that will express appreciation about the business community. These will kick-off Business Appreciation Month and be posted on social media, the Economic Development website, and through various marketing platforms throughout the month of November.
- Small Business Training – The City has partnered with the North Metro Small Business Development Center (SBDC) for a year-long series of virtual trainings exclusively for Westminster businesses. These have been developed to provide local businesses with a competitive advantage and provide them with the tools to better position themselves for success. This next training will be held in late October to early November.
- Shop Small Proclamation – Staff will request that City Council declare a “Shop Small” proclamation and present it to a Westminster small business as part of the national movement through the annual Small Business Saturday campaign on Saturday, November 30.
- Business Walks – Staff will conduct informal business outreach to a variety of businesses throughout the month of October.
- Taste of Westminster – Staff will operate a booth at the Westminster Chamber of Commerce’s “Taste of Westy” dine local event on Thursday, November 7, and will educate attendees about business resources and sustainability.

The City’s Strategic Plan priority of Economic Vitality is met by providing BRE services to a variety of local businesses and by showing the City’s appreciation for the contributions made by the business community. This effort also supports the City’s Strategic Plan priority of Community Empowerment

and Engagement by creating an intentional system of support for businesses that ensure they can endure and thrive.

Respectfully submitted,

A handwritten signature in black ink that reads "Jody Andrews". The script is fluid and cursive, with the first letters of "Jody" and "Andrews" being capitalized and prominent.

Jody L. Andrews  
City Manager