

CEDAR CITY HISTORIC DOWNTOWN ECONOMIC COMMITTEE MEETING

March 4, 2021

5:30-7:00

Councilman Present: Scott Phillips

Committee Members Present: Chris McCormick, Donn Jersey (via phone), Brent Drew, Mark Baruffi, Mindy Benson, Maria Twitchell, Jennie Hendricks, Danny Stewart

Public Present: (Historic Preservation Commission members in attendance) Janet McCrea, Ryan Paul, (Maria Twitchell and Scott Phillips also on this board), Farah LeFevre, Aleese Cardon

Excused: Evan Vickers

Minutes: Megan Anderson

Call to Order: Chris McCormick

Pledge of Allegiance: Mindy Benson

Approval of Minutes:

***MOTION:** Scott Phillips made a motion to approve the February minutes as written. Mindy Benson seconded this motion and was unanimously approved by all.*

Public Agenda: Let the record show that we do have the Historic Preservation Commission in attendance.

Business Agenda:

Main Street Program

Danny – Legislature is wrapping up this week so our timing for the March meeting is not too helpful with proposed changes and programs being discussed in Legislature. The State Legislature is not done until tomorrow, but we do know that the Main Street Program did pass. It ended up not being a huge program money wise, but there a lot of other things that they offer and that is an affiliation with the Main Street America Program, it is training opportunities, etc. Main Street America program will have a conference in April that we may want to participate in.

Nan Anderson has been invited to our April meeting, as well as Adam Long to talk about projects that fall on the city level to be able to have some Redevelopment projects or CRA. Nan will explain the Main Street Program and Adam will explain all the tools available through Redevelopment that we can use for specific projects in our Downtown. We have talked about historic buildings and various areas of the Downtown and he's familiar with those and he will come prepared to give some examples and have some time for Q & A. Would like to discuss starting the meeting earlier so that Adam Long being able to leave and get back home. Suggested time would be 3:00.

MOTION: Scott Phillips made a motion to have a start time of 3:00pm to accommodate our special guests that will be traveling. Mindy Benson seconded the motion. This was unanimously approved by all.

Also, so you all know Danny is now sitting as a part of the committee rather than a staff member. The Mayor has appointed Danny and Jeff Corry as the representative from the School District.

Scott took a moment to officially welcome our guests the Historic Preservation Commission. The reason they are here is because in the last several meetings we have discovered we are going down a lot of similar paths on a lot of things. It is a good idea for us to share and know where each of us are going. And maybe we could collaborate on projects. We discussed all the items that are currently being worked on by the Historic Preservation Commission. CLG Grant updates – National Registry nominations and Intensive Level Survey's on three buildings; Cedars Hotel, Cedar Theatre and the Hughes Café.

Part of designating a Historic District allows us to go forward to City Council and ask for some adjustments to certain building codes. There are certain things that are allowed under Historic District in which you can get a waiver on building code. So as the Historic Preservation and possibly this committee we could present that to the city council for these waivers. The waivers are more specifically focused on the ADA type compliance not the seismic. So hopefully some of these other programs could help offset some of the costs for these old buildings. Historic Downtown is in the Opportunity Zone and is current until 2026 and could be reassessed at that time. We have discussed being more proactive in marketing the properties downtown to include all the programs that go along with that. This will be updated on our website.

Downtown Murals – Are anymore planned?

Maria let us know that there are two murals planned currently. There will be one placed on IG Winery and considering one on the Studio West building. We are currently working with the property owner where the Native American Mural is placed to get it illuminated.

Downtown Visioning – Renderings are done, what are the next steps?

Farah LeFevre that completed these renderings is part of the Historic Preservation Commission present in the Public section and shared these renderings with the group. The next steps would be to use in website design as possibilities to sell the vision and give different program ideas and how we can make them work.

Burned out space between Centro and Pastry Pub – How do we address this? Downtown Theatre – Finding the right buyer – What can we do?

It would be nice to approach the City on purchasing this piece and do something with it. Danny has spoken with Jason Norris the City finance person. He is supportive to help make these things happen. He is open to transformative projects, in fact favors them over small grant projects. He will be invited to attend the April 1st meeting to understand the programs better too. The HPC is most concerned for the

Cedars Hotel, then the Cedar Theatre. Mostly to save them from being purchased and not being changed. We all as the HDEC and HPC want the same thing for our Downtown.

The HPC is focusing on placing the downtown historic district on the National Registry that should help, then hopefully once we look at the new Main Street Program, the Redevelopment type options, the opportunity zones, then we have enough things that are lining up that make it viable for a developer to take some of these things on to preserve these buildings. The timing is working out well between the two committees to be able to accomplish so much more.

They are asking \$800,000 for the burned-out space; it comes along with Centro Pizza. They are asking \$899,900 for the Cedar Theatre. Jolley's Building is \$779,000. Is there anything currently available for these properties? Historic Designation once that is in place and the CRA programs – reimbursement back on tax increments through all the local taxing entities, then the Opportunity Zone. Adam will update us on those types of programs next month.

Center Street Design Update – Do we need to help create a design? Next Steps

Road Diet (image attached)

The update would include making the part of Center St with two lanes each way, down to one lane each way. Summer of 2022 they will be updating the roads in this area. We will need to have a decision made by then. There is concern that this will push traffic into residential areas. Commercial properties would like it to slow down the traffic in this area, but still have access from both directions of the road. We should have this decision made within the next couple months with a vote and then take to the City Council. This diagram will be included in the minutes. So, as you look at this remember the 70-foot size is where it will remain. They are trying to make it a possibility to make this a mock version of it for a length of time and see how it works. It is suggested doing it during the SUU school year to see what kind of effect it would have on these residential streets. Bicyclists want connections, which currently we do not have. We have good trails that we would like to establish ways for people to go from a hotel to the trails with these connections.

Upcoming Events –

June 25th & 26th – Chamber ATV Rally, were considering having an ATV Parade through the downtown area. Please remember that USF will be occurring at this time, so please have this happen prior to 8pm. Also, please update yourself on the parade route and coordinate with Brad Abrams in events.

October – Chamber Pumpkin & Scarecrow Festival, we will be hosting a scarecrow contest & encouraging business to participate.

December – Christmas Market at the Shakespeare Festival, we are working with the USF on this.

Other Business

Historic Markers: Ryan Paul updated us on the Historic Markers throughout Cedar City. The first two we are wanting to make it a more active walking tour. Redo of the marker at 100 E and 200 N (TDS building). Brigham Young said move from the old Fort and build Cedar City this way, then it references four other parts of Cedar City. Create its context so you may see all the areas of Cedar that are spoken of at the same time. And create the Fluffy Bundle marker which was the birthplace of the Utah Shakespeare Festival (110 N 100 W).

Maria's office is trying to make all our historic markers and statues flow together. They are working on maps and apps and ways to improve on what has already been created. It will tie in all the videos and the Matt Nickerson project as well.

Update from Danny:

New Banners for the Historic Downtown, Center Street light poles have been ordered. Speakers on Main Street are being updated hopefully in the next budget year. Then the music can be updated and used more often. There is a new messaging board we are looking at, to have placed in Mayor's square. This message board also does pedestrian counting. The downtown sign is coming too. We just need to get it built and installed, then we will have a big reveal for it and the Downtown updates.

MOTION: *Scott Phillips made a motion to adjourn this meeting. This motion was seconded by Mindy Benson and unanimously approved by all.*

Road Diet

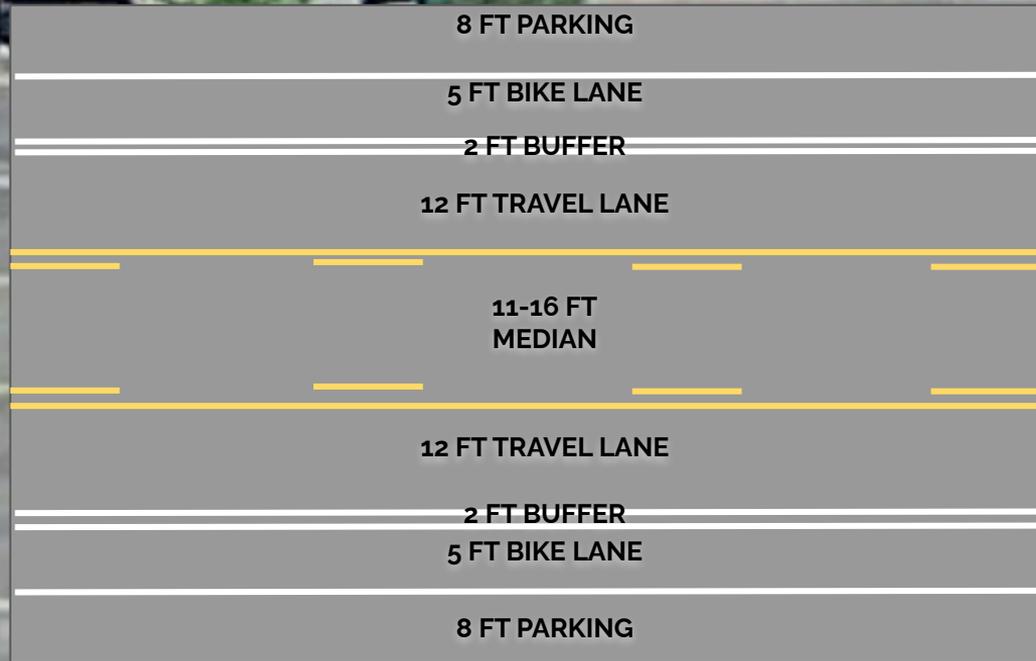
- Multi use
- Pedestrian Friendly
- Traffic Calming
- Maintain two way left turn median
- Likely still meet capacity needs

Options

Painted or landscaped

Painted buffer or just a 7 ft bike lane

Swap parking and bike lane location



70 FT

UTAH MAIN STREET PROGRAM



Preservation-based economic development & community-driven, comprehensive downtown revitalization

WHY MAIN STREET?

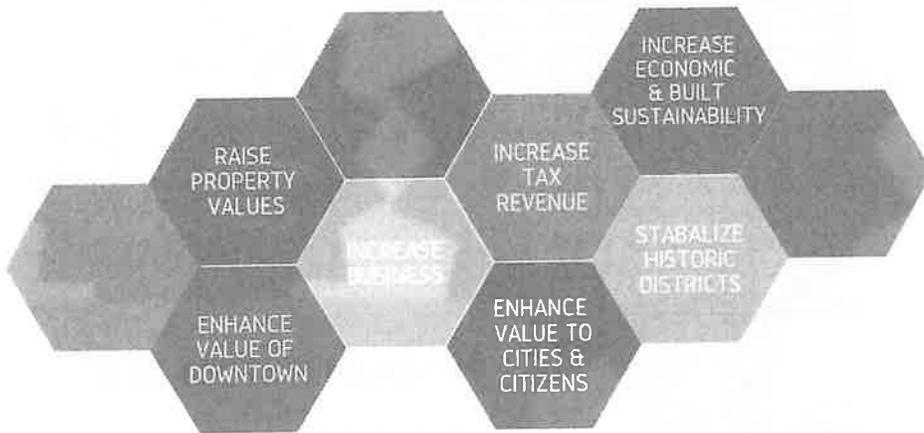
In Utah, we lack a coordinated, efficient, and productive Main Street revitalization initiative. A cohesive Main Street Approach would provide a state-supported downtown revitalization framework that's locally-driven and implemented.

WHAT WILL THE PROGRAM ACCOMPLISH?

The pilot program aims to support downtown revitalization using the Main Street Approach (MSA) in Brigham City & Price with the end goal being a statewide rollout.

TIERED APPROACH TO MATCH THE COMMUNITY

The tiered structure would enable communities in Utah to access resources which match their bandwidth & commitment. It also enables Utah to become a Main Street America coordinating state.



FUNDING & ROI

Funding of a statewide Main Street Approach program will provide:

- Training & technical assistance | Project planning, business counseling & training, market research, professional/technical reports | Support for the community's economic development priorities | Feasibility studies & plans | Long-term business strategic planning | Local project funding assistance | Placemaking grants | City beautification | Historic preservation tax credits | Consultants | Robust & multi-agency approach

MEETING THE CHALLENGE

MAIN STREET IS TRADITIONALLY THE CENTER OF ECONOMIC DEVELOPMENT, SOCIAL ACTIVITY, & IDENTITY IN UTAH'S COMMUNITIES, BUT UTAH IS ONE OF THE FEW STATES WITHOUT A STATE-COORDINATED MAIN STREET PROGRAM. IN RECENT YEARS, INTEREST IN RE-ESTABLISHING A UTAH MAIN STREET PROGRAM HAS BEEN EXPRESSED BY BUSINESS ORGANIZATIONS, LOCAL ELECTED OFFICIALS, & VARIOUS STATE AGENCIES & ORGANIZATIONS. A 2018 SURVEY OF 102 UTAH CITIES SHOWED 71 (70%) THAT EXPRESSED INTEREST IN PARTICIPATING IN A RENEWED MAIN STREET PROGRAM - 40 (57%) OF THOSE BEING RURAL.

REVITALIZATION SUCCESS METRICS:



Currently, very few resources support small, locally-owned retail businesses. The Utah Main Street project can help close that gap.

Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces



Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience

1996-2005, THE FIRST 10 YEARS OF THE MAIN STREET PROGRAM, THERE WAS APPROXIMATELY A 60% INCREASE IN SALES AT PANGUITCH'S MOTELS & BNBS COMPARED TO AN 18% INCREASE IN TRANSIENT ROOM TAX IN GARFIELD COUNTY. DURING THIS SAME PERIOD, SALES IN MISCELLANEOUS RETAIL INCREASED OVER 300%.

AFTER BECOMING A MAIN STREET COMMUNITY, MT. PLEASANT SAW A 33% INCREASE IN DOWNTOWN SALES.

IN GUNNISON, THE RESTORATION OF THE CASINO STAR THEATRE BOOSTED THE ENTIRE DOWNTOWN WITH GROSS SALES IN RETAIL & RESTAURANTS INCREASING BY ~25% BETWEEN 2003-2010. TWO YEARS PRIOR TO THE REHAB, THERE WAS \$60K IN SALE INCREASES, COMPARED TO \$350K IN THE TWO YEARS FOLLOWING THE REHAB.

PROGRAM HISTORY IN UT

Utah had a Main Street program in the 1990-2000s with marked successes. However, due to several changes, the structure of the program was discontinued & communities were unable to keep it going without state support.

07-2021

SUPPORTERS

GOED | State Historic Preservation Office | Preservation Utah | Brigham City | Price | Utah Office of Tourism | Utah Dept. of Heritage & Arts | Utah Dept. of Transportation | DWS-Community Development Office | Southeastern Utah Assn. of Local Governments | Bear River Assn. of Governments | Carbon & Box Elder Counties | Box Elder County Tourism | Carbon County Travel Council | Castledale | Helper | Utah Cultural Alliance | Utah State Archives | Cedar City Brian Head Tourism Bureau | St. George Area Chamber of Commerce | Moab



2020 Utah Main Street Pilot Program Report

Meeting the Challenge

Main Street was traditionally the center of economic development, social activity, and identity in Utah's communities, but Utah is one of the few states without a state-coordinated Main Street program. In recent years, interest in re-establishing a Utah Main Street program has been expressed by business organizations, local elected officials, and various state agencies and organizations. That sentiment was supported by a 2018 survey of 102 Utah cities: 71 (70%) expressed interest in participating in a renewed Main Street program. Of those interested, 40 (57%) are rural.

A New Utah Main Street Program

To address the lack of a coordinated Main Street effort, a pilot program was outlined to work with the communities of Brigham City & Price. The pilot committee was convened in the spring of 2020 by GOED's Office of Rural Development. It includes the following partners: Brigham City, Price, Utah Office of Tourism, Utah Department of Transportation, Utah Department of Heritage & Arts, State Historic Preservation Office, DWS - Community Development Office, Preservation Utah, Bear River Association of Governments, Southeastern Utah Association of Local Governments and others.

- Sub-committees were organized conforming to the Main Street America 4-point approach - Organization, Design, Economic Vitality, and Promotion. Meeting twice per month, committee members have contributed an estimated 450 hours to help get the program off the ground. All have programs that touch on one or more aspects of the Main Street approach. GOED has provided part-time staff support to the effort and has initiated membership in the National Main Street America organization.
- A budget of \$114,000 has been developed with support from many state agencies and a USDA grant.
- Outreach efforts included presentations to city councils, business groups and others.
- A program to provide a map of the downtown districts with overlays of business permits, building information, utilities, occupancy/vacancy status, etc. is being developed with GIS support from the communities & counties.
- An experienced Main Street consultant was engaged to provide trainings in both Brigham City & Price on how local Main Street organizations should be structured and function to be successful.
- To stimulate immediate physical improvements, a façade grant program was launched, with 5 grants awarded to businesses in the two pilot communities. A total of \$47,500 granted from the Pilot Program Committee funds will be matched by the businesses for an estimated impact of \$196,550 in the downtown districts in Brigham City & Price.
- Both the Bear River Association of Governments and the Southeastern Utah Association of Local Governments are involved; BRAG has provided funding and SEUALG, working with the Price City Council, has developed a youth committee that is involved in aspects of downtown Price beautification. The youth committee has applied for and been awarded a grant from the Sorenson Legacy Foundation for their Main Street project.
- Success metrics are being developed and will include traditional information as well as a more comprehensive view of program impact on the community.

A Legislative Initiative for 2021

- With support from Senator-elect Derrin Owens, a priority bill to establish the Utah Main Street Program will be introduced in the 2021 General Session of the Utah Legislature. A grass-roots network of support for the legislation has been developed, with commitments from: Brigham City, Price City, GOED, Utah Office of Tourism, Utah Department of Transportation, Utah Department of Heritage & Arts, State Historic Preservation Office, Dept. of Workforce Services - Community Development Office, Preservation Utah, Bear River Association of Governments, Southeastern Utah Association of Local Governments, Castle Dale, Helper and Moab cities, Carbon County, Box Elder County, Utah Cultural Alliance,
- The proposed tiered approach, based on concepts from the Main Street America program, will allow most communities in Utah to participate at a level that works for them. Top-tier communities could qualify for full Main Street America accreditation, enhancing their effectiveness.
- Main Street is a community-initiated and community-driven program, with the state program providing assistance and resources to support local Main Street program efforts and priorities. State resources include: training, technical assistance, and grants or low-to-no interest loan funding to participant communities and businesses.

Funds will be used to support local Main Street programs through:

- Assessments, plans, and implementation strategies for revitalizing downtown's economy
- Streetscape and related downtown beautification projects
- Placemaking efforts to capitalize on each community's unique character
- Façade grants for storefront and other building improvements
- Downtown marketing & advertising
- Promotional events that bring people to the downtown area
- Other projects & initiatives to support the local Main Street programs