

Bloomington Urban Enterprise Association Board Meeting

MARCH 8, 2023

12:00 p.m.

In-Person

City Hall-1-Cityhall McCloskey Conference Room

Join Zoom Meeting

Zoom Meeting Information:

<https://bloomington.zoom.us/j/89686989011?pwd=ZmNBWW8vYWVRkbTFOZkJMelg2YVIEUT09>

Meeting ID: 896 8698 9011

Passcode: 755445

One tap mobile

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Roll Call

I. Approval of Minutes (February 2023)

II. Reports from Officers and Committees

- Director's Report
 - Welcome Chris Cockerham - Plan Commish!
 - Grant Update
- Financial Reports (tentative)

III. New Business

- Canva Booklet
- New grant/sponsorship considerations

IV. Unfinished Business

- Elections

V. General Discussion

VI. Adjournment

The next BUEA Meeting will be on April 12, 2023

Auxiliary aids for people with disabilities are available upon request with adequate notice. Please call 812-349-3429 or e-mail human.rights@bloomington.in.gov.

Bloomington Urban Enterprise Association Board Meeting

February 8, 2023

Noon.

In-Person

City Hall-1-Cityhall McCloskey Conference Room

The meeting called to order at 12:00 PM

Roll Call - De de la Rosa

- De de la Rosa (Executive Director)
- Julie Donham
- Mary Morgan
- Cheryl Gilliland (Director of Auditing and Financial Systems, Controllers Office)
- Kate Rosenberger (Virtual)
- Felisa Spinelli
- Paul Ash
- Alex Crowley
- Heather Robinson
- Holly Warren
- Chaz Mottenger

I. Approval of Minutes (January 2023)

*Motion to approve January 2023 minutes by Paul Ash. Motion seconded by Mary Morgan. The board unanimously approved the January 2023 minutes.

II. Reports from Officers and Committees

- Director's Report
 - MCCSC grant
 - \$35,000 was disbursed to MCCSC from the 2022 fiscal year. Executive Director is waiting for signatures from the Board to initiate the second \$35,000 to MCCSC.
 - Grant Cycles
 - ESD staff is working on releasing all the resident and business grants on Survey Apply by the end of the month. The DEI/ Anti Racism scholarship went live on February 7th, 2023, and is quarterly.
 - BUEA Contracts
 - The Executive Director is updating contracts with Ivy Tech and the Boys and Girls Club (Lemonade Day).
 - BUEA Onboarding Packet
 - There is a preliminary introduction packet currently being created by the Executive Director. The packet is designed for future BUEA

members to have a reference for the BUEA and Board meeting expectations.

- BUEA Marketing Position
 - Executive Director is putting together a job posting for the BUEA Marketing position. She will be working with Legal to determine how the contracting process through the BUEA would work.

- Financial Reports
 - Cheryl Gilliland presented the current financials of the BUEA. (Financial Reports are attached at the end)
 - All BUEA loans have been paid back except for one entity. Executive Director will reach out to the organization to work on a solution.

*Motion to approve February 2023 financials by Paul Ash. Motion seconded by Felisa Spinelli. The February 2023 financials were unanimously approved.

III. New Business

- Introducing Heather Robinson
 - The board is excited to welcome Heather and looks forward to all the expertise she will bring to the BUEA!

*Motion to postpone the Election of Officers meeting to February 2023 by Paul Ash. Motion seconded by Alex Crowley. The motion was unanimously approved.

IV. Unfinished Business

- Signing privileges for accounts
 - Karin St. John, former vice president of the BUEA, requested that her name be removed from BUEA bank accounts. There are three BUEA bank accounts.
 - Each Bank has a different process for removing a person from the cards. The next step for the BUEA is to determine who should be whose name should be on the cards. Previously it has been a person in Controllers Office, ESD Director, and a few board members. This list should be standardized across all cards.
- Elections & open seats
 - Chris Cockerham is interested in the Plan Commission seat. His approval is currently being run through the Office of the Mayor.
 - The office of the Mayor will suggest a person for the BUEA Labor position.
 - Two people have currently applied for the resident position.
 - The Executive Director will contact board members to discuss their roles and responsibilities to the Board and determine if they would like to keep or change their positions.
 - The goal is to hold an election in March 2023.

V. General Discussion

- The passing of Jackie Yenna
 - Condolences to the family and friends of Jackie Yenna. We thank him for all his years of dedication to the BUEA.
- Taxes
 - Cheryl Gilliland has been searching for a CPA who will submit the BUEA taxes annually. The Controller's Office has decided on Olsen and Company. Olsen and Company will charge \$600 yearly for tax preparation and \$750 for financial statement preparations. There is no action required from the BUEA. This city of Bloomington Administrative changed due to the previous CPA retiring.
- Bloomington Arts Commission
 - BAC has kicked off its first 2023 grant cycle. There is a kickoff event and press release on the week of 02/13 for this cycle.
- Grants
 - The Board discussed having people go out to the community and explain the grant application process to people interested in applying. Felisa volunteered to talk to community members eligible to apply for these grants. The Board also discussed including outreach initiatives for the marketing position.

VI. Adjournment

-The meeting adjourned at 12:52 pm.

The next BUEA Meeting will be on Wednesday, March 8, 2023.

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2023 BUSINESS & RESIDENT SCHOLARSHIPS & GRANTS

**BLOOMINGTON
URBAN
ENTERPRISE
ASSOCIATION**

City of Bloomington, IN

ABOUT US

The Bloomington Urban Enterprise Association (BUEA) aims to "provide the means to improve the economic, physical, and social environment for Zone residents and businesses."

The BUEA Zone is an area north, west, and south of Downtown whose residents and businesses are eligible for scholarships, arts and business grants, and tax incentives.

In accordance with Indiana State Code Title [5-28-15](#), the BUEA contributes to economic development efforts in Bloomington's urban core. Over its 25+ year lifespan, the BUEA has spurred millions of dollars in investment. Indiana offers a variety of state tax benefits for Zone businesses, investors, and residents. Businesses and investors who claim Zone-related tax benefits remit a percentage of their savings to the BUEA, which in turn operates a variety of programs to spur economic development within the Zone. The BUEA is managed by the City of Bloomington's Department of Economic & Sustainable Development (ESD).





Tax Incentives

Tax incentives are among the most immediate and powerful economic development incentives offered by the BUEA. Urban Enterprise Zones are intended to encourage development and economic growth in neighborhoods through tax and regulatory relief to entrepreneurs and investors who launch businesses in the area. The following describes the tax incentives for involvement, which serve as recruitment tools for the EZs:

BENEFITS OF A MEMBER

Enterprise Zone Investment Deduction

Real Property Tax Investment Deduction:

The Enterprise Zone Investment Deduction is available to businesses within the Bloomington Urban Enterprise Zone that make investments in real property and outside of the TIF district for businesses that make real property investments. Each EZID has a life of 10 years as described in Indiana Code (IC) 5-28-15 and IC Title 6. Tax benefits for employers participating in the Enterprise Zone program include:

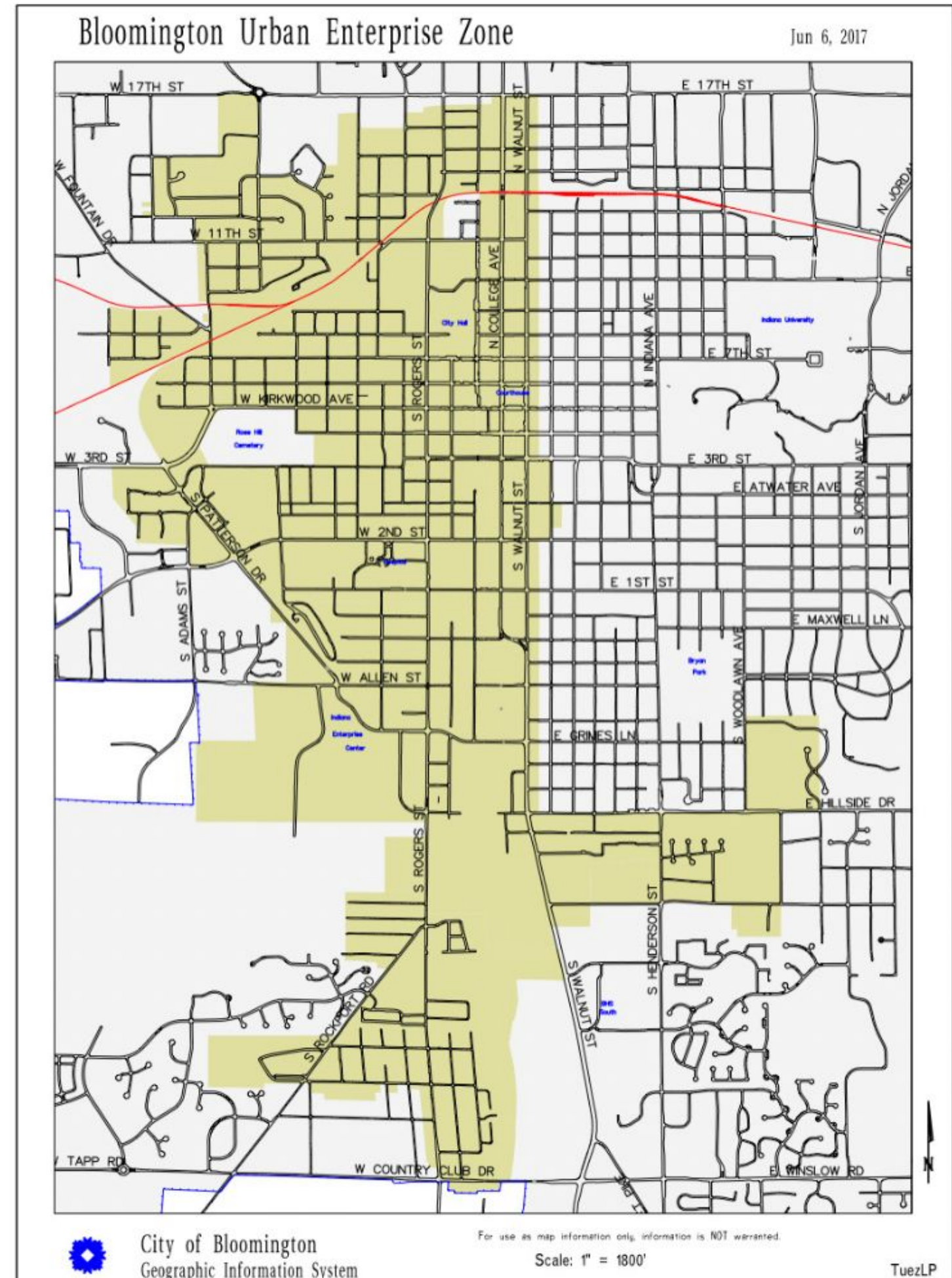
Personal Property Tax Investment Deduction:

The EZID personal property tax deduction reduces the increase in the assessed value of a business's tangible personal property investment within the enterprise zone. The deduction may be declared for up to ten years. Qualified investments at an EZ location include:

- The purchase of new manufacturing or production equipment;
- costs associated with the repair, rehabilitation, or modernization of an existing building and related improvements;
- onsite infrastructure improvements; and
- costs associated with retooling existing machinery.



BUEA ENTERPRISE ZONE MAP



ARE YOU IN THE BUEA ZONE?

1

Visit
myBloomington

<https://bloomington.in.gov/mybloomington/>

2

Type
in desired
address

3

Scroll
to
Economic
Development
Area

Read:
Bloomington Urban
Enterprise Zone

BUEA Business Owner Grants & Scholarships

01

Historic Facade Preservation Grants

02

Business Economic Enhancement Scholarships

03

Diversity, Equity, and Inclusion Business / Anti-Racism scholarship

04

The Mill Day Pass Program

HISTORIC FACADE PRESERVATION GRANT

BUEA BUSINESS OWNERS



DESCRIPTION

The Bloomington Urban Enterprise Association's Historic Facade Preservation Grants are designed to protect and enhance Bloomington's historic character by preserving and rehabilitating its historic downtown environment and maintaining structurally sound places of business. This grant may be up to \$10,000.00 per street-facing façade.

812-349-3418
BUEA@bloomington.in.gov
401 N Morton St Suite 150
<https://bloomington.in.gov/business/buea>

APPLICATION (QR CODE)



NEXT CYCLE DEADLINE

May 06,
2023

Please note that funds may not be used for indirect costs. These include shipping, travel, project management, etc. Also, note that the application for a facade grant may be denied if the building has significant structural deficits, as determined by an inspector with the Housing and Neighborhood Development Department.

ELIGIBILITY

- All commercial, industrial, or residential investment properties on the local historic survey and properties determined to be historic by City Staff within the Bloomington Urban Enterprise Zone are eligible to receive Grant assistance for exterior rehabilitation.
- BUEA staff will review pertinent financial information submitted by the grantee and complete a feasibility analysis.
- The grant may be up to **\$10,000.00 per street-facing façade**. This is a **100% matching grant**, meaning that any grant allocation must be matched by the grantee dollar for dollar.
- Funds may be used towards the cost of the actual facade rehabilitation or stabilization, and other costs relating to the requirement of various building codes.
- Funds may also be used for historically accurate signage.
- In addition, up to \$500.00 of grant money may be used for expenses related to the design and/or engineering of the project.

BUSINESS ECONOMIC ENHANCEMENT GRANT

BUEA BUSINESS OWNERS



DESCRIPTION

The Bloomington Urban Enterprise Association's Business Economic Enhancement Grant provides scholarships of up to \$1,200 for professional development opportunities to further the economic stability of the business/organization which has operated within the Zone for at least 12 months

ELIGIBILITY

- Applicants must be a business or non-profit within the Zone that has operated for at least 12 months
- Funds are awarded on a rolling, first-come first-serve basis until exhausted each year up to a lifetime maximum of \$1200.00 per business.
- Scholarship may be used to pay for economic development classes, business workshops, professional organization membership dues, or conference registration fees for the business owner or any employee of the business.
- Applications must be received at least one month prior to the start of the class(es) or activity being paid for with the scholarship.

NEXT CYCLE DEADLINE

May 06,
2023

APPLICATION (QR CODE)



CONTACT US

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DIVERSITY, EQUITY, & INCLUSION/ ANTI-RACISM TRAINING GRANT

BUEA BUSINESS OWNERS



DESCRIPTION

Scholarships of up to \$1,000 are available for Zone businesses that wish to self-assess and improve business practices relating to anti-racism or diversity, equity, and inclusion. Max grant amounts that partner with other zone businesses or nonprofits for their training will increase to \$1,250 for each Zone business.

☎ 812-349-3418
✉ BUEA@bloomington.in.gov
📍 401 N Morton St Suite 150
🌐 <https://bloomington.in.gov/business/buea>

APPLICATION (QR CODE)



NEXT CYCLE DEADLINE

May 06,
2023

ELIGIBILITY

- Applicants must be a business or non-profit within the Zone that has operated for at least 12 months
- Scholarship may be used to pay for DEI classes, training, business workshops, professional organization membership dues, or conference registration fees for the business owner or employees of the business
- Business must be within the BUEA Zone limits and or serve the BUEA community
- Fill out an application on "Survey Apply"
- After the application is completed the applicant will be reached by BUEA staff requesting proof of payment for the DEI training or an invoice from the organization conducting the DEI training if you would like the BUEA to pay the organization conducting the training directly.

THE MILL DAY PASS PROGRAM

BUEA BUSINESS OWNERS



DESCRIPTION

For residents who live in the Zone. Up to 1-day pass per month to work at the Mill—Bloomington's center for co-working and entrepreneurship, located at 642 N. Madison St. (Just north of City Hall and across from Upland Brewing).

☎ 812-349-3418
✉ BUEA@bloomington.in.gov
📍 401 N Morton St Suite 150
🌐 <https://bloomington.in.gov/business/buea>

APPLICATION (QR CODE)



NEXT CYCLE DEADLINE

May 06,
2023

ELIGIBILITY

- Recipient must be a business or non-profit within the Zone that has operated for at least 12 months
- Recipients are eligible for _____ passes every year.
- Business must be within the BUEA Zone limits and or serve the BUEA community
- Recipient will receive an electronic pass and must present it at the Mill for entrance

BUEA RESIDENT OWNER GRANTS & SCHOLARSHIPS

01 Economic Independence Scholarship

02 The Mill Day Pass Program

03

04

05

06

Bookmark this tab

ECONOMIC INDEPENDENCE SCHOLARSHIP

BUEA RESIDENT



DESCRIPTION

This scholarship may be used to pay for any class that clearly aids in furthering one's economic well-being. In the past, the scholarship has been used to take classes at Ivy Tech Community College and the Small Business Development Center. This scholarship may also be used to take classes necessary to pursue other professional opportunities such as real estate and cosmetology.

812-349-3418

BUEA@bloomington.in.gov

401 N Morton St Suite 150

<https://bloomington.in.gov/business/buea>

APPLICATION (QR CODE)



NEXT CYCLE DEADLINE

May 06,
2023

ELIGIBILITY

- Residents must have lived in the Zone for at least 12 months
- The scholarship can be applied to any course (college, trade school, or other special training) that advances the applicant's skills as a member of the workforce.
- The BUEA will pay for two classes, including textbooks, or up to \$750.00 a semester, whichever is less, up to a lifetime maximum of \$1,500.00 in educational assistance.
- Fill out an application on "Survey Apply"
- After the application is filled out on "Survey Apply," the applicant will be reached by BUEA staff requesting proof of enrollment or an invoice from the school

BUEA ZONE ARTS GRANTS

*** BUEA supports the Bloomington Arts Commission through art project grants. If you would like more information, please go to their website bloomington.in.gov/arts/grants to apply.**

CDFI Friendly Bloomington

CDFIs are financial intermediaries that provide capital and services to underserved populations - low-income, low-wealth and other disadvantaged groups and areas. For more than 30 years, CDFIs have produced substantial community impact through jobs, affordable housing, and sustainable community facilities, as well as solid financial returns. More than 1,000 CDFIs operate in the U.S., providing billions of dollars of financing annually. But smaller markets, including cities such as Bloomington, often face challenges attracting CDFI financing.

MCCSC

The BUEA supports the MCCSC school system by providing yearly financial support to promote academic excellence among the City of Bloomington's youth. Financial support has been used to provide math learning and reading comprehension tools such as V-map. MCCSC school officials join the BUEA Board once a year to present an update on how the funds have impacted students and to present the budget for the following fiscal year.

The Dimension Mill

CDFI Friendly

BUEA CONTACT



812-349-3418



BU EA@bloomington.in.gov



401 N Morton St Suite 150



<https://bloomington.in.gov/business/buea>



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



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