



Dear Business Owner,

Welcome to Monument!

We would like to welcome you as a new business owner in the Town of Monument! We love seeing new residents and businesses here and we want to ensure your transition is smooth. Our hope is that you enjoy operating a business in town as much as we love living here! This packet contains general information about the area and services provided. It also includes contact information for various organizations focused, at least in part, on small business and economic development.

- Community Profile
- Business Licenses & Sales Tax
- Business Resources
- Enterprise Zone Program Fact Sheet
- Utility Information and Contact List
- Zoning Map
- Sign Information

As you settle into beautiful Monument, we hope you can utilize the resources available to you. These are available through the Town of Monument, the Tri-Lakes Chamber of Commerce, Economic Development and Visitor Center and El Paso County.

Please visit our website www.townofmonument, call 719-481-2954 or visit Town Hall at 645 Beacon Lite Rd. for more information. Our office hours are Monday – Friday 8 am – 5 pm.

We look forward to your success!

The Town of Monument

Monument, Colorado Community Profile

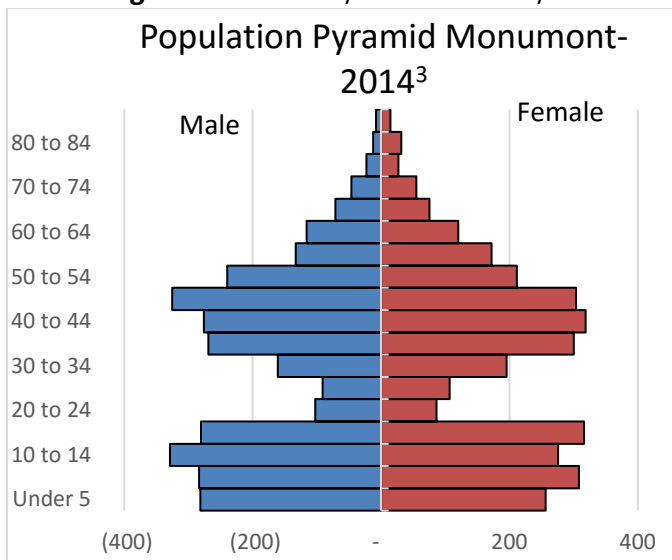
(2014 Data)

Population¹

	Monument	El Paso County
Total	6,226	622,263
Male	3,071	310,162
Female	3,155	312,101

Age of Population¹

Median Age Monument: 36.6 years El Paso County: 33.6 years



Projected Population²

Year	Monument	El Paso County
2020	7,422	731,156
2025	8,604	790,805
2030	9,975	852,624
2035	11,563	913,053
2040	13,405	972,887

Income¹

	Monument	El Paso County
Median Household Income	\$90,133	\$57,487
Mean Household Income	\$95,431	\$76,178
Median Family Income	\$90,824	\$70,981
Mean Family Income	\$99,544	\$88,673
Per capita income	\$29,203	\$29,314

Education¹

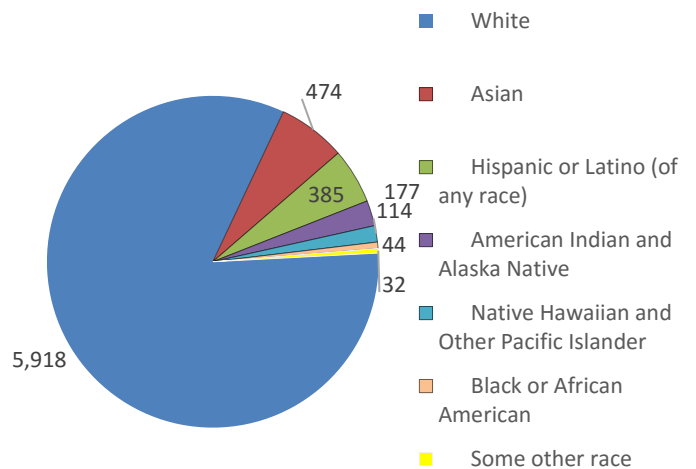
	Monument	El Paso County
School Enrollment¹		
Nursery school	208	10,075
Kindergarten	238	9,906
Elementary School	972	73,492
High School (9-12)	332	35,624
College or grad school	105	60,112

Educational Attainment¹

(Population 25 years or older)

	Monument	El Paso County
High school graduate	396	86,015
Some college	888	106,398
Associate's degree	315	44,842
Bachelor's degree	1,280	87,646
Graduate/professional degree	649	55,849

Race and Ethnicity (Monument)¹



Place of Residence 1 Year Ago¹

	Monument	El Paso County
Population 1 year old and over	6,178	636,823
Same dwelling	5,449	492,401
Elsewhere in County	563	79,687
Elsewhere in State	132	11,823
Different State	34	43,806
Abroad	0	9,077

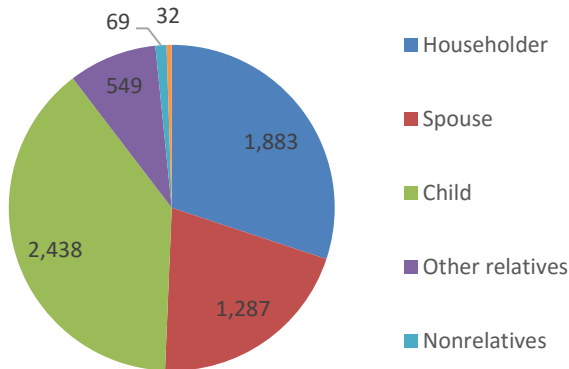
Monument, Colorado Community Profile

(2014 Data)

Households¹

	Monument	El Paso County
Population	6,226	622,263
In households	5,530	603,122
In group quarters	0	19,141
Total households	1,802	235,959
Family households	1,478	160,489
Living alone	259	61,264
65 years and older	74	16,876
Average household size	3.07	2.56
Average family size	3.42	3.10

Household Composition (Monument)¹



Housing Supply¹

	Monument	El Paso County
Total housing units	1998	19,199
Occupied	1883	16,600
Owner	1620	11,944
Renter	253	4,656
Vacant	115	2,599
Homeowner rate	2.2%	2.5%
Renter rate	0%	4.8%
Median value	\$313,700	\$157,400

Labor Force¹

	Monument	El Paso County
Civilian labor force	2,901	313,723
Employed	2,739	284,443
Unemployed	162	29,280
Unemployment Rate	5.5%	8.6%
Armed Forces	61	27,458

Employment¹

	Monument	El Paso County
Agriculture, Mining	0	2,043
Construction	217	19,468
Manufacturing	231	19,369
Wholesale	28	5,544
Retail	189	32,027
Transport, Utilities	76	10,877
Information	220	7,977
Finance, real estate	131	18,278
Professional	287	36,874
Education, health	775	61,465
Tourism (food service, accommodations, recreation, entertainment)	319	30,839
Other services	138	18,078
Public administration	128	21,604

Occupation¹

	Monument	El Paso County
Management, business	1,569	114,493
Service	402	53,017
Sales and Office	457	68,456
Natural Resources, Const., Maintenance	150	24,084
Production and Transportation	161	24,393

Data Disclaimer: The data in this profile are compiled from multiple sources and are intended for informational purposes only. Community Matters Inc. (CMI) assumes no responsibility or legal liability for the accuracy, completeness or usefulness of any information in this profile.

Data Sources: ¹2014 data from the American Community Survey (ACS) 5 year estimate (2010-2014). ²Projections in Monument Water Master Plan 2015. ³2010 Census Data, adjusted for Population change. ACS gender data has large margin of error.



Community Matters Inc.

Business License and Sales Tax

Every business needs one or more federal, state, or local licenses or permits to operate. Licenses can range from basic operating licenses to very specific permits (e.g. environmental permits) depending on your business needs.

The Following are common types of local permits and licenses:

Business License: The Town of Monument requires all organizations conducting business within town limits to have a business license. Each business license is valid for one year and costs \$75 annually.

<http://townofmonument.org/162/Business-Licenses>

Sign Permit: This permit is required before erecting a new sign. <http://townofmonument.org/216/Sign-Permits>

Building Permit: This permit is required if you are constructing or modifying your place of business.

Retail Food Establishment License: This license is required and issued by the State of Colorado for all facilities selling, serving and preparing food. The El Paso County Health Department must inspect and approve all facilities before they can begin operation. Please contact the El Paso County Health Department at 719-578-3199 or visit their website at www.elpasocountyhealth.org for more information.

Liquor License: A liquor licenses will allow you to serve alcohol at your new business. Monument is the local licensing authority, but final approval is by the State of Colorado.

<http://townofmonument.org/163/Liquor-Licenses>

Special Event Liquor License: This license allows businesses that do not have liquor licenses to serve alcohol at public events. <http://townofmonument.org/163/Liquor-Licenses>

State and Local Taxes

Monument Tax Rate: 7.13% Total: 3.0% Town 1.23% County 2.9%

State Tax Resources: www.colorado.gov/cbe www.TaxColorado.com



The Town of Monument is ready to assist your small business needs. We can quickly connect you with an extensive network of resource partners and service providers.

Small Business Scholarship

As part of the Town's commitment to small businesses and entrepreneurs, Monument provides a Small Business Scholarship Program. This program allows reimbursement of business training expenses to small and home-based business owners/employers with 25 or fewer employees. To qualify, businesses must be licensed and located within the Monument's Town limits.

Monument Capital Project Grant

The Monument Capital Project Grant Program provides provide a reimbursement grant of up to 50% of the costs of a qualifying project in an amount up to \$2,500 per business or single tenant building. The purpose of the program is for eligible property owners and tenants to upgrade the appearance of existing storefronts/building facades or primary public entrances in order to help create a positive commercial environment in Monument, Colorado.

Monument Marketing and Promotion Program

Monument's shops and restaurants are an integral part of the authentic Monument experience that attracts both locals and consumers from the regional market area. To provide enhanced support of Monument's retail sector the Town of Monument is launching a Marketing and Promotions Program. The marketing and promotions would include events, workshops, or activities that attract customers and visitors to the Town of Monument and its businesses. The program will reimburse up to 50% (limit of \$500) per business/year of eligible marketing expenses to include:

- Posters/Fliers/Postcards/Brochures
- Print Ads
- Radio/TV/Web promotions
- Event planner/consultant
- Extra Labor/Overtime for employees to stay open extended business hours

For more information or to apply please visit our website

<http://www.townofmonument.org/371/Business-Grants> or contact Madeline VanDenHoek mvandenhoeek@tomgov.org 719-884-8013.



Additional Business Resources:

Tri-Lakes Chamber of Commerce, Economic Development and Visitor Center

www.trilakeschamber.com/

719-481-3282

Pikes Peak Small Business Development Center

www.pikespeaksbdc.org/

719-667-3803

El Paso County Economic Development

www.admin.elpasoco.com/economic-development/

719-520-6281

SCORE

www.coloradosprings.score.org

719-636-3074

Pikes Peak Library District

www.ppld.org



Purpose

The Colorado Enterprise Zone (EZ) Program was created by the Colorado Legislature (C.R.S. Title 39, Article 30) to promote a business friendly environment in economically distressed areas by offering state income tax credits that incentivize businesses to locate and develop in - and non-profit organizations to assist with the needs of - these communities.

Program Description

Taxpayers investing in Enterprise Zones can earn a credit on their Colorado income tax by planning and executing specific economic development activities.

The following incentives can be earned by businesses located in Enterprise Zones for tax years beginning 1/1/2014 and after. Please see CO Department of Revenue pages for previous credit amounts.

BUSINESS INCOME TAX CREDITS	CREDIT AMOUNT	FYI
Investment Tax Credit (ITC)	3% of equipment purchases	FYI Income 11
Commercial Vehicle Investment Tax Credit (CVITC)	1.5% of commercial vehicle purchases	
Job Training Tax Credit	12% of qualified training expenses	FYI Income 31
New Employee Credit	\$1,100 per new job	FYI is not yet available
Agricultural Processor New Employee Credit	\$ 500 per new job	
Employer Sponsored Health Insurance Credit	\$1,000 per covered employee	FYI is not yet available
R&D Increase Tax Credit	3% of increased R&D expenditures	FYI Income 22
Vacant Building Rehabilitation Tax Credit	25% of rehab expenditures (hard costs)	FYI Income 24

FYIs are Department of Revenue publications explaining the tax credits.

ADDITIONAL EZ INCENTIVES	INCENTIVE AMOUNT	FYI
Manufacturing/Mining Sales and Use Tax Exemption	Expanded S&U tax exemption in EZ	FYI Sales 10 & 69
Contribution Tax Credit	25% cash / 12.5% in-kind on contributions to EZ projects	FYI Income 23

Additionally, municipalities, counties and special districts may have increased flexibility pertaining to local incentives per CRS 39-30-107.5 if located in an EZ.

Certain rural counties that meet additional distress criteria are designated as being **Enhanced Rural Enterprise Zones (EREZ)** per CRS 39-30-103.2. Businesses located in a designated EREZ county can earn an increased credit amount with the New Employee Credit (an additional \$2,000 per job) and the Agricultural Processor New Employee Credit (an additional \$500 per new job). See www.advancolorado.com/erez for more information and a list of designated counties.

Requirements/Eligibility Rules

Areas with high unemployment rates (25% above state average), low per capita income (25% below state average), and/or slower population growth (less than 25% of state average in rural areas) may be approved for EZ designation by the Economic Development Commission. Only taxpayers engaged in business that is legal under both state and federal law are eligible to claim EZ income tax credits.

Application Process

Each income tax year, a business located in an EZ must apply and be Pre-certified prior to beginning an activity to earn any of the business tax credits listed in the first table. At the end of the income tax year, a business must Certify that the activities were performed. Pre-certification and Certification are applied for online.

Contribution Tax Credits earned by taxpayers making donations to eligible EZ Contribution Projects certify those donations with the project organization or Local Enterprise Zone Administrator. A list of qualified projects is available online.

The Commercial Vehicle Investment Tax Credit has a unique application process. Download the CVITC Application online.

Applications and Additional Information: www.choosecolorado.com/ez

Code Enforcement's TOP TEN TIPS for SIGNS

Welcome to Monument! We are pleased you are locating your business within the Town limits, and we commit to helping your business succeed in any way we can.

If you are considering any permanent signage, please be aware that a sign permit must be obtained prior to installation. Permit applications should be submitted to the Planning Department for their review.

If you are considering any temporary signage, please be aware of the following limitations and/or restrictions:

1. "Entrance", "exit", "open", "closed", "no trespassing", and "no parking" (as long as they are less than 2 square feet) do not require permits.
2. Real estate signs located on the property that is for sale do not require permits. (Cannot be located off-site)
3. Political and campaign signs displayed no sooner than 90 days prior to and no longer than 7 days after the election they pertain to do not require permits.
4. Temporary signs are prohibited.
5. Bandit signs are prohibited.
6. Wind signs are prohibited by Monument Municipal Code.
7. A "Grand Opening" or "Close of Business" banner (and 2 pennants or streamers) can be displayed on a building wall of the establishment for a maximum of 30 days without a permit.
8. A "Sale" banner (and 2 pennants or streamers) can be displayed on a building wall of the establishment once a month for a maximum of 10 days without a permit.
9. All other banners require permits and must be displayed on a building wall of the establishment or on a permanent base designed and constructed of durable materials such as wood posts (at least 4"x4") or metal posts (at least 2" in diameter).
10. Sandwich signs are limited to 1 per business, must be displayed within 100 feet of the establishment, may not impede vehicular or pedestrian traffic, or block another establishment's advertising.

} See the definitions and photos below }



Temporary Sign:
Any sign device, banner, pennant, flag (excluding government or corporate flags), or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other light material, with or without a frame, that is not permanently affixed to a building or the ground.

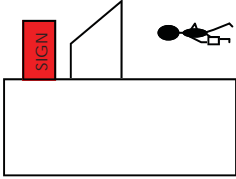


Bandit Sign: a sign of any material that is attached to a fence, utility pole, tree, traffic sign post, retaining wall.

Wind Sign: a sign consisting of one or more banners, flags, pennants, ribbons, spinners, streamers, captive balloons or other material fastened in such a manner as to move upon pressure by wind or air movement.

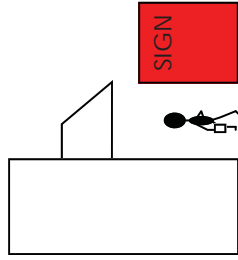


PROJECTING SIGN →



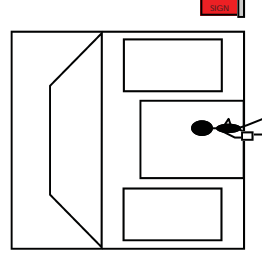
- 10 square feet maximum area
- 13 feet maximum height
- \$25 Sign Permit fee

MONUMENT SIGN →



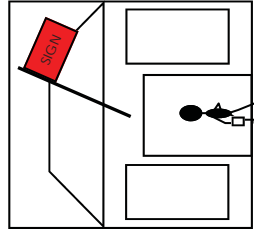
- 80 square feet maximum size
- \$50 Sign Permit fee

SANDWICH SIGN →



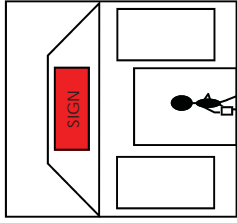
- 9 square feet maximum area
- 36 inch maximum height
- 1 per business
- Does not count against allowed sign area
- Can be up to 100 feet from business or property line
- \$15 Sign Permit Fee

FLAGS AND FLAGPOLES →



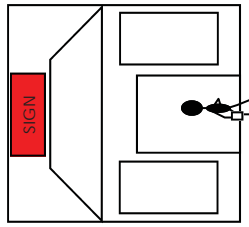
- 60 square feet maximum area
- 35 feet maximum height (flagpoles)
- 5 feet minimum setback (flagpoles)
- "Open" sign does not require a permit or count against allowed sign area

AWNING SIGN →



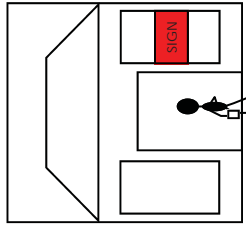
- 6 square feet maximum area
- 18 inch letter height
- 1 per retail business allowed

WALL SIGN →



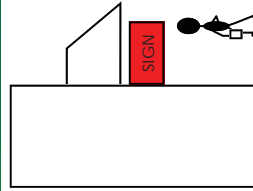
- 1.5 square feet per 1 foot of building length
- Maximum height cannot exceed parapet
- \$25 Sign Permit fee

WINDOW SIGN →



- Maximum area - 50% of window area
- \$25 Sign Permit fee

UNDER-AWNING SIGN →



- 6 square feet maximum area
- 18 inch letter height
- 1 per retail business allowed
- \$25 Sign Permit fee

* The provided examples of signs are the most common found in the downtown area.

