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)

### Population

<table>
<thead>
<tr>
<th></th>
<th>Monument</th>
<th>El Paso County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>6,226</td>
<td>622,263</td>
</tr>
<tr>
<td>Male</td>
<td>3,071</td>
<td>310,162</td>
</tr>
<tr>
<td>Female</td>
<td>3,155</td>
<td>312,101</td>
</tr>
</tbody>
</table>

### Median Age

- **Monument:** 36.6 years
- **El Paso County:** 33.6 years

### Age of Population

- Under 5: 200
- 10 to 14: 100
- 20 to 24: 20
- 30 to 34: 20
- 40 to 44: 10
- 50 to 54: 5
- 60 to 64: 5
- 70 to 74: 2
- 80 to 84: 1

### Projected Population

<table>
<thead>
<tr>
<th>Year</th>
<th>Monument</th>
<th>El Paso County</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>7,422</td>
<td>731,156</td>
</tr>
<tr>
<td>2025</td>
<td>8,604</td>
<td>790,805</td>
</tr>
<tr>
<td>2030</td>
<td>9,975</td>
<td>852,624</td>
</tr>
<tr>
<td>2035</td>
<td>11,563</td>
<td>913,053</td>
</tr>
<tr>
<td>2040</td>
<td>13,405</td>
<td>972,887</td>
</tr>
</tbody>
</table>

### Income

- **Monument**
  - Median Household Income: $90,133
  - Mean Household Income: $95,431
  - Median Family Income: $90,824
  - Mean Family Income: $99,544
  - Per capita income: $29,203

- **El Paso County**
  - Median Household Income: $57,487
  - Mean Household Income: $76,178
  - Median Family Income: $70,981
  - Mean Family Income: $88,673
  - Per capita income: $29,314

### Educational Attainment

**Monument**
- High school graduate: 396
- Some college: 888
- Associate's degree: 315
- Bachelor's degree: 1,280
- Graduate/professional degree: 649

**El Paso County**
- High school graduate: 86,015
- Some college: 106,398
- Associate's degree: 44,842
- Bachelor's degree: 87,646
- Graduate/professional degree: 55,849

### School Enrollment

- Nursery school: 208
- Kindergarten: 238
- Elementary School: 972
- High School (9-12): 332
- College or grad school: 105

### Race and Ethnicity (Monument)

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Monument</th>
<th>El Paso County</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>474</td>
<td>3,853</td>
</tr>
<tr>
<td>Asian</td>
<td>177</td>
<td>1,143</td>
</tr>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>44</td>
<td>32</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>20</td>
<td>16</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Black or African American</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>Some other race</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

### Place of Residence 1 Year Ago

- **Population 1 year old and over**
  - Monument: 6,178
  - El Paso County: 636,823
- **Same dwelling**
  - Monument: 5,449
  - El Paso County: 492,401
- **Elsewhere in County**
  - Monument: 563
  - El Paso County: 79,687
- **Elsewhere in State**
  - Monument: 132
  - El Paso County: 11,823
- **Different State**
  - Monument: 34
  - El Paso County: 43,806
- **Abroad**
  - Monument: 0
  - El Paso County: 9,077
Monument, Colorado Community Profile
(2014 Data)

Households

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

Labor Force

<table>
<thead>
<tr>
<th></th>
<th>Monument</th>
<th>El Paso County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civilian labor force</td>
<td>2,901</td>
<td>313,723</td>
</tr>
<tr>
<td>Employed</td>
<td>2,739</td>
<td>284,443</td>
</tr>
<tr>
<td>Unemployed</td>
<td>162</td>
<td>29,280</td>
</tr>
<tr>
<td>Unemployment Rate</td>
<td>5.5%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Armed Forces</td>
<td>61</td>
<td>27,458</td>
</tr>
</tbody>
</table>

Employment

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

Occupation

<table>
<thead>
<tr>
<th></th>
<th>Monument</th>
<th>El Paso County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management, business</td>
<td>1,569</td>
<td>114,493</td>
</tr>
<tr>
<td>Service</td>
<td>402</td>
<td>53,017</td>
</tr>
<tr>
<td>Sales and Office</td>
<td>457</td>
<td>68,456</td>
</tr>
<tr>
<td>Natural Resources, Const., Maintenance</td>
<td>150</td>
<td>24,084</td>
</tr>
<tr>
<td>Production and Transportation</td>
<td>161</td>
<td>24,393</td>
</tr>
</tbody>
</table>

Housing Supply

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

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.
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](http://townofmonument.org/162/Business-Licenses)

**Sign Permit:** This permit is required before erecting a new sign. [http://townofmonument.org/216/Sign-Permits](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](http://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](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](http://townofmonument.org/163/Liquor-Licenses)

**State and Local Taxes**

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

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 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](http://www.townofmonument.org/371/Business-Grants) or contact Madeline VanDenHoek mvandenoeg@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.

<table>
<thead>
<tr>
<th>BUSINESS INCOME TAX CREDITS</th>
<th>CREDIT AMOUNT</th>
<th>FYI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment Tax Credit (ITC)</td>
<td>3% of equipment purchases</td>
<td>FYI Income 11</td>
</tr>
<tr>
<td>Commercial Vehicle Investment Tax Credit (CVITC)</td>
<td>1.5% of commercial vehicle purchases</td>
<td></td>
</tr>
<tr>
<td>Job Training Tax Credit</td>
<td>12% of qualified training expenses</td>
<td>FYI Income 31</td>
</tr>
<tr>
<td>New Employee Credit</td>
<td>$1,100 per new job</td>
<td></td>
</tr>
<tr>
<td>Agricultural Processor New Employee Credit</td>
<td>$500 per new job</td>
<td></td>
</tr>
<tr>
<td>Employer Sponsored Health Insurance Credit</td>
<td>$1,000 per covered employee</td>
<td></td>
</tr>
<tr>
<td>R&amp;D Increase Tax Credit</td>
<td>3% of increased R&amp;D expenditures</td>
<td>FYI Income 22</td>
</tr>
<tr>
<td>Vacant Building Rehabilitation Tax Credit</td>
<td>25% of rehab expenditures (hard costs)</td>
<td>FYI Income 24</td>
</tr>
</tbody>
</table>

**FYIs are Department of Revenue publications explaining the tax credits.**

<table>
<thead>
<tr>
<th>ADDITIONAL EZ INCENTIVES</th>
<th>INCENTIVE AMOUNT</th>
<th>FYI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing/Mining Sales and Use Tax Exemption</td>
<td>Expanded S&amp;U tax exemption in EZ</td>
<td>FYI Sales 10 &amp; 69</td>
</tr>
<tr>
<td>Contribution Tax Credit</td>
<td>25% cash / 12.5% in-kind on contributions to EZ projects</td>
<td>FYI Income 23</td>
</tr>
</tbody>
</table>

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.advancecolorado.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
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.

**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

**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

**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

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