



STAFF REPORT
2/26/2025

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Authorize the Façade Improvement Grant Program Award Recommendations in the Amount of \$553,000 and Authorize the City Manager to Execute Grant Agreements with Property Owners Participating in the Program

STAFF RECOMMENDATION:

Staff recommends that the City Council considers authorizing the Façade Improvement Grant Program award recommendations in the amount of \$530,000 and authorize the City Manager to execute Grant Agreements with the property owners participating in the program.

BACKGROUND:

The Commercial Façade Improvement Grant Program (“Program”) is an endeavor of the City of Coachella to leverage public funds and private investment to enhance the physical appearance and economic vitality of commercial businesses in the Downtown Pueblo Viejo Area and the segments of Cesar Chavez Street between Sixth Street and Avenue 52 and Sixth Street between Cesar Chavez Street and Grapefruit Boulevard. The long-term objective is to upgrade the Downtown Pueblo Viejo Area by improving the physical appearance of the area, encouraging the retention of existing businesses, increasing property values, tenant stability, and lease rates for the properties.

DISCUSSION/ANALYSIS:

The program received eight (8) applications from property owners requesting a total of \$553,000 in this round. The program has a few more applicants who will submit their applications in the coming weeks.

#	Business Name	Business Address	Request	Estimated Project Cost
1	SooHo Joe DDS Inc.	51807 Cesar Chavez Street, #102-103	\$5,000	\$8,000
2	The Old Fashion Barber Shop	51741 Cesar Chavez Street	\$5,000	\$7,000
3	Verde Valley Plaza	51615 – 51699 Cesar Chavez Street	\$43,000	\$65,000
4	Meza Plaza	1697 Sixth Street	\$100,000	\$425,000
5	Super Rancho Meat Market	1632 6 th Street	\$100,000	\$300,000
6	Lopes Hardware	1604 Sixth Street	\$100,000	\$300,000
7	A&J Coachella Center	1014 6 th Street	\$100,000	\$350,000
8	51704 Harrison LLC	51704 Cesar Chavez Street	\$100,000	\$385,000
		TOTAL	\$553,000	\$1,840,000

Project 1 – SooHo Joe DDS Inc.



Project 2 – The Old Fashion Barber Shop



Project 3 – Verde Valley Plaza



Project 4 – Meza Plaza



Project 5 – Super Rancho Meat Market



Project 6 – Lopes Hardware



Project 7 – A & J Coachella Center



Project 8 – 51704 Harrison LLC



FISCAL IMPACT

The City Council previously allocated a \$1,000,000-dollar budget for implementing the Façade Improvement Program. Funding for future program years would be subject to City Council approval through the annual Budget process.

ALTERNATIVES

1. Authorize the Façade Improvement Grant Program Award Recommendations in the Amount of \$553,000 and Authorize the City Manager to Execute Grant Agreements with Property Owners Participating in the Program
2. Do Not Authorize the Request

ATTACHMENTS:

1. Façade Improvement Grant Program – Grant Agreement (Mini Grant)
2. Façade Improvement Grant Program – Grant Agreement (Match Grant)