



STAFF REPORT
2/12/2025

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Amend the Façade Improvement Grant Program Guidelines to Allow Interior Improvement Investments to Count as Leveraging for the Exterior Improvements

STAFF RECOMMENDATION:

Staff recommends that the City Council considers amending the Façade Improvement Grant Program Guidelines to allow interior improvement investments to count as leveraging for the exterior improvements.

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. The program also seeks to fund improvements which create outdoor dining or gathering spaces to promote activity in the downtown.

DISCUSSION/ANALYSIS:

Amending the Façade Improvement Program Guidelines to allow interior improvement investments to count as leveraging for the exterior improvements might remove a barrier to participation and allow more business owners to participate in the program.

FISCAL IMPACT

This amendment will not have additional fiscal impact.

ALTERNATIVES

1. Amend the Façade Improvement Grant Program Guidelines to Allow Interior Improvement Investments to Count as Leveraging for the Exterior Improvements
2. Do not approve the recommendation to amend the guidelines.

ATTACHMENTS:

1. Commercial Corridor Façade Improvement Grant Program Guidelines (Revised)