



STAFF REPORT

September 13, 2023
File Number 1020-75

SUBJECT

UPDATE TO ECONOMIC DEVELOPMENT WORK PLAN BUSINESS SUPPORT CAPITAL IMPROVEMENT PROJECT

DEPARTMENT

City Manager's Office, Economic Development

RECOMMENDATION

Request the City Council Receive and File an updated project description for the Economic Development Work Plan Business Support Capital Improvement Project

Staff Recommendation: Approval (Economic Development Department, Deputy Director of Economic Development)

Presenter: Pedro Cardenas, Management Analyst

FISCAL ANALYSIS

No fiscal impact. \$56,402 already budgeted in this capital improvement project fund to support businesses in Escondido.

PREVIOUS ACTION

None

BACKGROUND

In 1999, The Façade and Property Improvement Capital Project Fund was created to provide matching grants for exterior improvements to commercial-use properties that apply and qualify for a grant, with a balance of \$1,954. In 2001, the Economic Incentive Capital Project Fund was created to offset reduced or waived fees approved by Council action for the Business Enhancement Zone projects, with a balance of \$61,402. Both programs are currently inactive.

In 2021, Council approved the reallocation of both of these funds to create the current Capital Project called the Economic Development Work Plan Business Support. The current Economic Development Work Plan Business Support project provides funding for matching grants for local small businesses to make infrastructure improvements that deter homeless activity and graffiti through CPTED practices as well as



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provide resources geared toward growing small-scale, home-based manufacturers to enable them to scale up production and improve supply chain connections. The current accounting information is:

- Project Number: 101103
- Fund Number: 229
- Department: 002

Staff recommends adding "Facade Improvement" as an allowable use to this project description. This recommendation arises from the American Rescue Plan Act (ARPA) Small Business Grant program, which provides grant funding for facade improvements to businesses established before January 2020. Some businesses applied for this grant but did not meet the January 2020 cutoff. To address this, staff has identified an existing funding source that can accommodate applications that did not meet the ARPA requirements.

All applications will be evaluated using the same criteria employed for the existing Facade Improvement Grant program, with the exception of the 2020 cutoff.

The existing description reads:

The Economic Development Work Plan aims to provide funding for matching grants to local small businesses for infrastructure improvements that discourage homeless activity and graffiti through Crime Prevention Through Environmental Design (CPTED) practices. Additionally, these programs aim to allocate resources aimed at supporting small-scale, home-based manufacturers to enhance production capabilities and strengthen supply chain connections.

The new proposed description that reintroduces the façade improvement use reads:

The Economic Development Work Plan aims to provide funding for matching grants to local small businesses for infrastructure improvements that discourage homeless activity and graffiti through Crime Prevention Through Environmental Design (CPTED) practices. Additionally, these programs aim to allocate resources aimed at supporting small-scale, home-based manufacturers to enhance production capabilities and strengthen supply chain connections. Lastly, a façade improvement program will be made available to provide matching grants to business and property owners that wish to renovate, enhance, and improve highly visible buildings along core commercial corridors throughout the City.

RESOLUTIONS

a.

ORDINANCES

b.



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ATTACHMENTS

a.