

MAYOR AND COUNCIL COMMUNICATION

DATE: December 6, 2022

TO: Mayor and Council

FROM: Melinda Moritz, Public Works Director

THROUGH: Crystal Caldera, City Manager

SUBJECT: Presentation, Discussion, and Possible Action to Fund an Outside Sign – Cha Chas New Gen LLC, as an Economic Development Project, not to Exceed \$4,000

PURPOSE

The purpose of this item is for the Leon Valley City Council to consider funding an Outside sign -Cha Chas New Gen, as an Economic Development Project, not to Exceed \$4,000.

BACKGROUND

Ms. Margarita Bania Ruiz, has a lease agreement with the City of Leon Valley to lease 6417 Evers road. She is requesting a monument-type sign facing Evers road to attract more customers to the café.

FISCAL IMPACT

Funding would come from the Economic and Community Development Sales Tax. The total cost to fund the project shall not exceed \$4,000. Council budgeted \$65,000 for the project's line item.

SEE LEON VALLEY

Social Equity: Economic and Community Development projects encourage collaborative participation between its residents, businesses, and stakeholders.

Economic Development: The city will attract, expand, and retain viable businesses to promote development. Cha Chas Cafe aims to support economic and community development by exhibiting a distinctive and welcoming identity in the community.

Environmental Stewardship: N/A

STRATEGIC GOALS

Economic Development is a strategic goal outlined in Leon Valley's Strategic Plan - To attract, retain, and expand quality businesses that will generate sales tax revenue within the City of Leon Valley.

RECOMMENDATION

The Economic Community Development Advisory Committee recommended approval provided the City Council extends its lease.

ATTEST:

SAUNDRA PASSAILAIGUE, TRMC
City Secretary