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DATE: May 19, 2026

TO: Mayor and Members of the City Council

FROM: Travis Sanborn, Finance Director

THROUGH: Kyle Knopp, City Manager

SUBJECT: Adoption of Facade Improvement Program Round No. 4

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Approve the Facade Improvement Program Round No. 4 Fiscal Year 2026-2027 for adoption.

BACKGROUND AND DISCUSSION

One of the key objectives outlined in the City's Economic Development Plan is to reduce downtown vacancy rates and improve storefront facades through strategic public-private partnerships. To advance this critical economic development initiative, the City implemented the Facade Improvement Program (FIP) as a targeted action item.

The FIP strategically induces private investment that results in quality improvements and enhancements to business-use properties throughout our commercial corridor. This program serves as a catalyst for significant aesthetic improvements that enhance the overall commercial district, creating a more vibrant and attractive business environment that supports economic growth and community vitality.

Due to increased interest and engagement from commercial property owners downtown, the program has demonstrated measurable success in achieving its intended outcomes. The growing demand from the business community reflects both the program's effectiveness and the entrepreneurial spirit within our downtown commercial district. This momentum aligns perfectly with our broader economic development strategy to create a thriving, sustainable commercial core.

The program will continue to be funded through the City's Economic Development Fund, with \$45,000 allocated for Round 4, providing funding for up to three fully supported projects. This investment represents a strategic commitment to downtown revitalization that leverages public resources to generate substantial private investment returns.

Staff recommends the City Council adopt the Facade Improvement Program Round No. 4 for Fiscal Year 2026-2027, building upon the program's proven track record of success and responding to the demonstrated demand from our commercial property owner community.

Attachments:

Facade Improvement Program Round No. 4 Program Guide and Application