

Downtown Revitalization Incentives Program



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Department: Planning and Development Department

Meeting Date: April 22, 2021

Outline

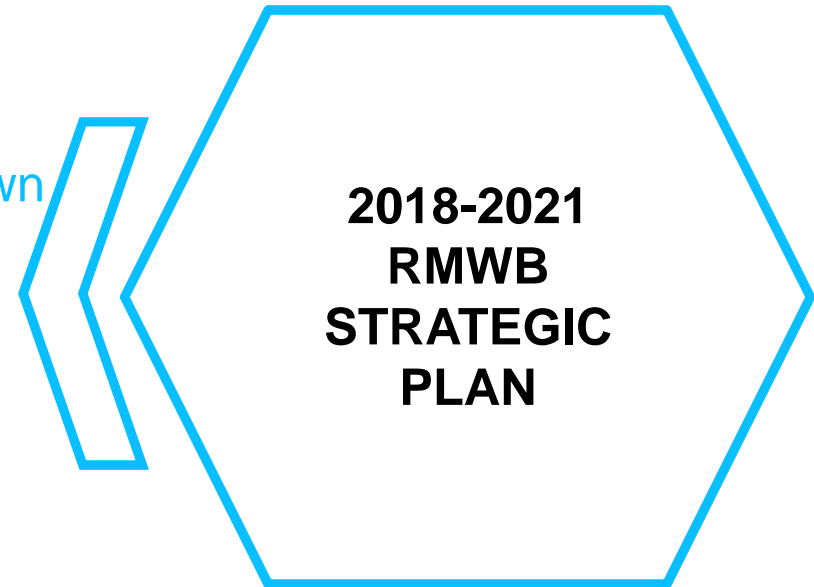
- Share an update on Phase 1 (June to December 2020)
- Share changes to Beautification Grant for Phase 2 (April 2021 to March 2022)
- Discuss opportunities to collaborate with Communities in Bloom

Phase 1 – Update

Strategy & Initiative #2a –
Encourage Development in the Downtown

Strategy & Initiative #2c –
Incentives to Update Store Fronts

Strategy & Initiative #3b –
Business Attraction and Incentives



Phase 1 – Update

Program length

- June 29 – December 31, 2020

Interest

- 200+ inquiries
- 100 pre-application meetings

Applications

- 100 received
- 79 approved



Phase 1 – Update

Approved applications

Grant	Approved (#)	Total Grants (\$)	Total Investment (\$)	Rate of Return
Façade	25	\$1,553,154	\$4,024,838	1 : 2.6
Interior	41	\$1,572,091	\$5,038,279	1 : 3.2
Patio	4	\$33,628	\$89,831	1 : 2.6
Beautification	9	\$34,733	\$187,926	1 : 5.4
Murals	1	\$3,412	\$6,825	1 : 2.9
TOTAL	80	\$3,197,018	\$9,347,699	-

Phase 1 – Update

Funded beautification & murals projects

- Bicycle racks
- Waste and recycling bins
- String lighting
- Planters and plants
- Mural

Phase 1 – Update

Example 1



Phase 1 – Update

Example 2



Phase 2 – Objectives

1. To **retain existing businesses**, while encouraging new businesses in the Downtown.
2. To introduce new features & amenities that **create interest, improve accessibility, enhance safety, and increase vibrancy**, helping to transform the Downtown into **a place people want to spend time**.
3. To **enhance the aesthetic** qualities of private buildings and property to **improve the character and quality** of the Downtown
4. To leverage public funding to **catalyze private investment** in the Downtown.

Beautification Projects Grant

To encourage business owners to enhance their storefronts with displays, lighting, planters and other improvements.

Who is this geared to?

- commercial, institutional and mixed-use buildings
- operators with a ground-level storefront (i.e., entrance or windows)



Beautification Projects Grant

Phase 2 Changes:

- Refocus to ground-level storefronts
- \$1,500 per business
- One contractor estimate and/or project budget
- A more focused list of eligible work

Beautification Projects Grant

Eligible work includes:



Storefront window displays, including platforms, shelving and display units



Window graphics and other transparent decorations



Accent, winter and holiday lighting

Beautification Projects Grant

Eligible work includes:



Temporary displays and artwork in vacant storefronts



Planters, baskets, flowers and similar items



Sidewalk signage (‘sandwich board’ signs)

Next Steps

- On April 19, Phase 2 reopened for new applications
- Applications will be accepted until March 31, 2022
- Advertising and promotions

Collaboration with Communities in Bloom



Potential ideas:

- Nominate Your Neighbor
 - Creation of a Downtown category
 - Enroll DRIP recipients
- Spring/Summer 2021 DRIP virtual open houses and presentations
 - CIB members as guest speakers

Collaboration with Communities in Bloom

- Collaborate on Winter 2021 initiatives
 - For example, winter or holiday lighting campaign
- Other ideas?



Thank you!