

The County of Yuba

Community Development and Services Agency



TO: Board of Supervisors

FROM: Community Development and Services Agency
Business Engagement Manager, Rachel Downs

SUBJECT: Expand service area of the Yuba County Business Façade Grant Program to sections of Feather River Boulevard and North Beale Road.

DATE: December 13, 2022

NUMBER: 621/2022

Recommendation:

The Board of Supervisor adopt the resolution expanding the service area of the Yuba County Business Façade Grant Program west along Feather River Boulevard to the Alicia Avenue intersection and east along North Beale Road to the Hammonton-Smartsville Road intersection.

Background:

The Yuba County Board of Supervisors declared a finding of public purpose and approved the creation of a Business Façade Grant Program in August 2022, enhancing the aesthetic appeal of the corridor and improving business performance through external property improvements. The Board allocated \$500,000 from the American Rescue Plan Act (ARPA) funding, allowing property owners or tenants to receive up to \$15,000 per business for eligible reimbursements.

Discussion:

The program has been met with positive interest within the target area, however there is remaining capacity in the allocated budget. Staff recommends expanding the Program's service area east and west to the aforementioned intersections, expanding eligibility to properties and businesses along the two adjacent commercial corridors.

Fiscal Impact:

General Fund - None
Non-General Fund- None

Attachments:

Business Façade Grant Program – Resolution