

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: Adopt Resolution Updating Programmatic Requirements, and Extending the Deadline and Service Area for the Yuba County Business Façade Grant Program

DATE: 01/09/2024

NUMBER: 648/2023

Recommendation:

It is recommended that the Board of Supervisors adopt the attached resolution taking the following actions:

- Update the Programmatic Requirements to a ninety (90) day performance timeline.
- Expand service area of Feather River Blvd. to the intersection at Cottonwood Ave.
- Extend the program deadline to June 30th, 2024.

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 commercial corridors and improving business performance through external property improvements. The Board allocated funding from the American Rescue Plan Act (ARPA), allowing property owners or tenants to receive up to \$15,000 per business for eligible reimbursements.

Discussion:

To utilize the approved funding in the most effective and timely manner, staff proposes programmatic updates; including implementation of a 90 day performance period for applicants. Going forward, applicants will be required to begin contracted work within 45 days of grant approval. Applicants will have an additional 45 days to complete the work and submit for reimbursement. Once the 90 day period has passed, applicant's approval will void, allowing waitlist applicants an opportunity for funding. Void approvals may re-apply.

Additionally, staff proposes the service area expansion down Feather River Blvd. to the intersection of Cottonwood Ave.

And finally, staff recommends the program be extended to June 30th, 2024 in order to maximize the economic impact, improve business performance and prevent urban decay within the eligible areas.

Fiscal Impact:

General Fund - None

Non-General Fund- No additional funding commitment at this time as the Board already allocated necessary funds for this program. Administrative only, staff time only.

Attachments:

Business Façade Grant Program – Resolution