



# Downtown Outdoor Dining Forgivable Loan Program

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City Council  
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# Current Outdoor Dining Activities



# Downtown Vibrancy Plan

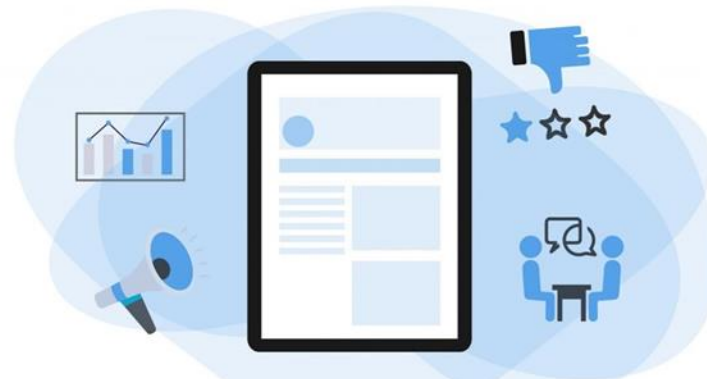
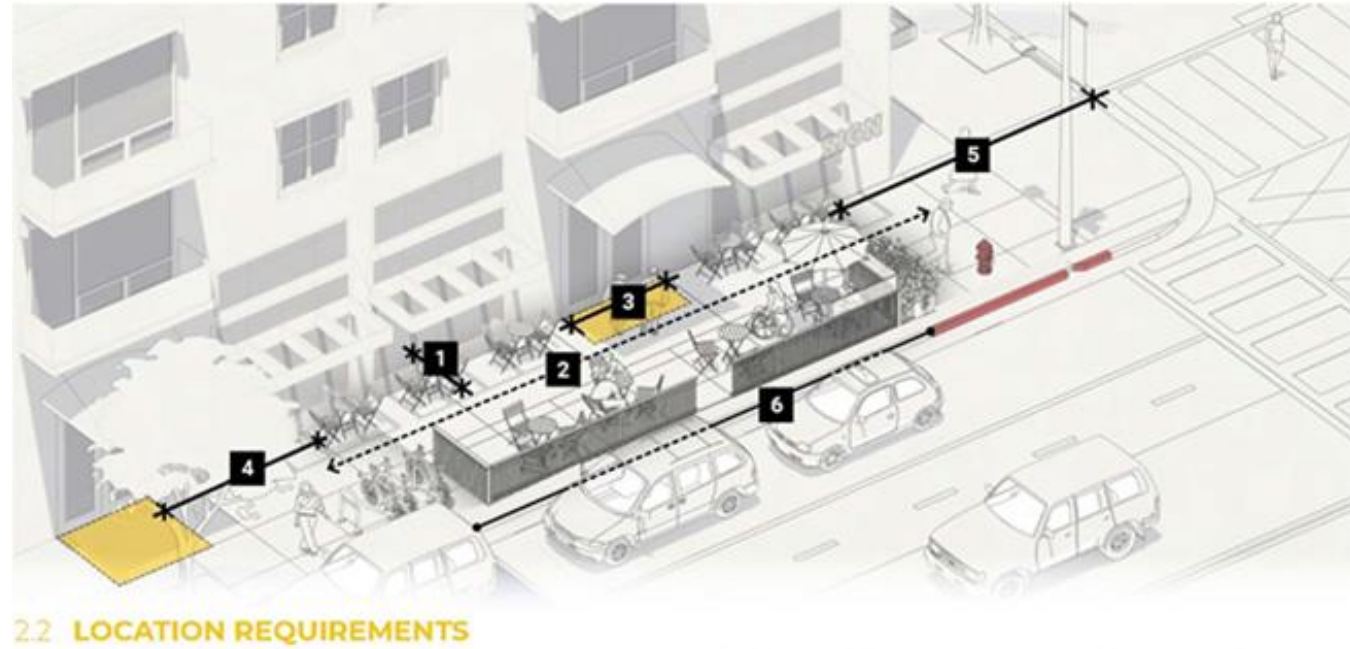
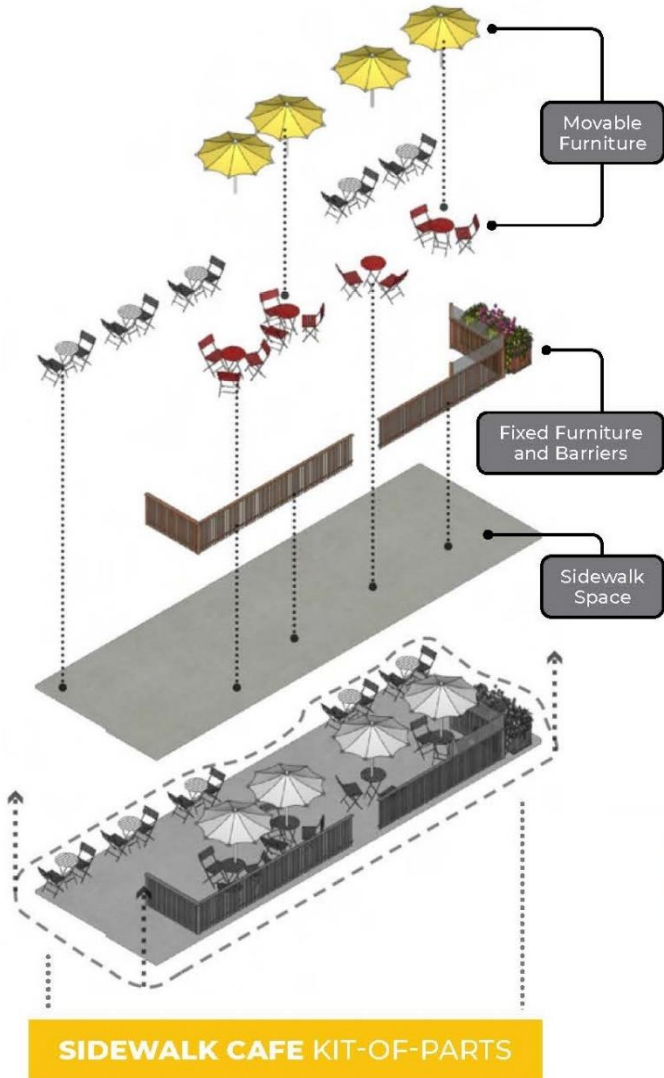
## Main Street Streetscape Improvements



# Downtown Outdoor Dining Forgivable Loan Program (the Program)

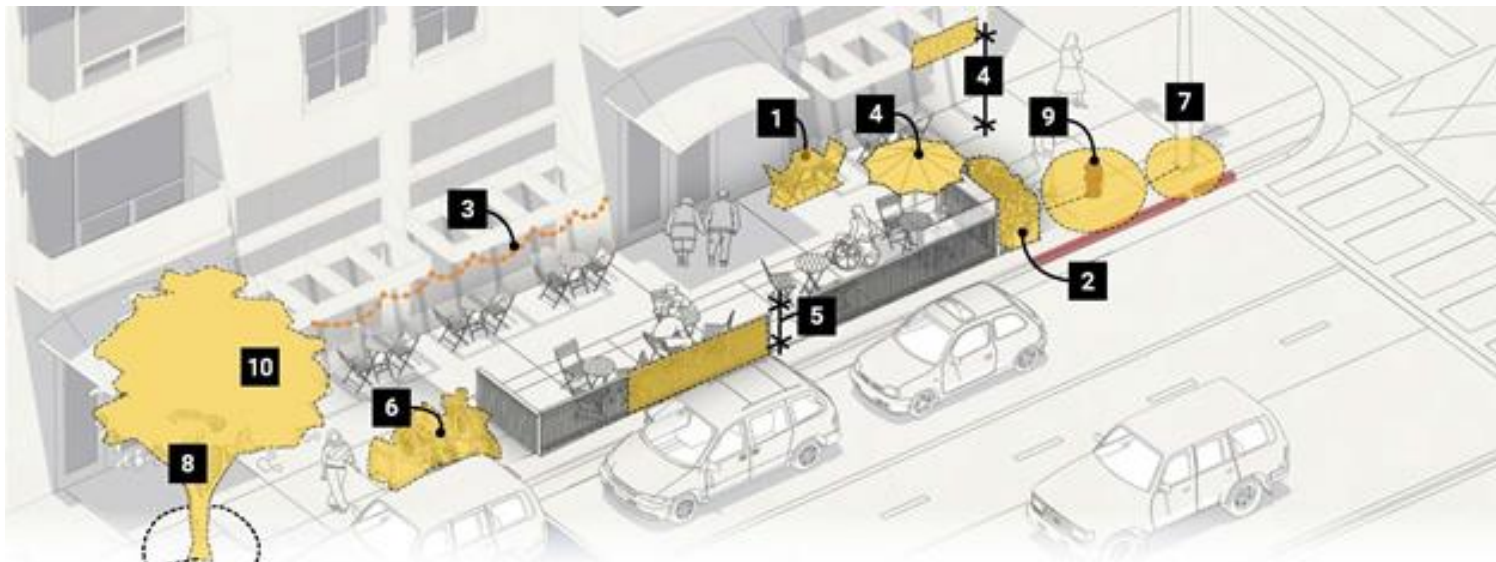


# Downtown Outdoor Dining Forgivable Loan Program

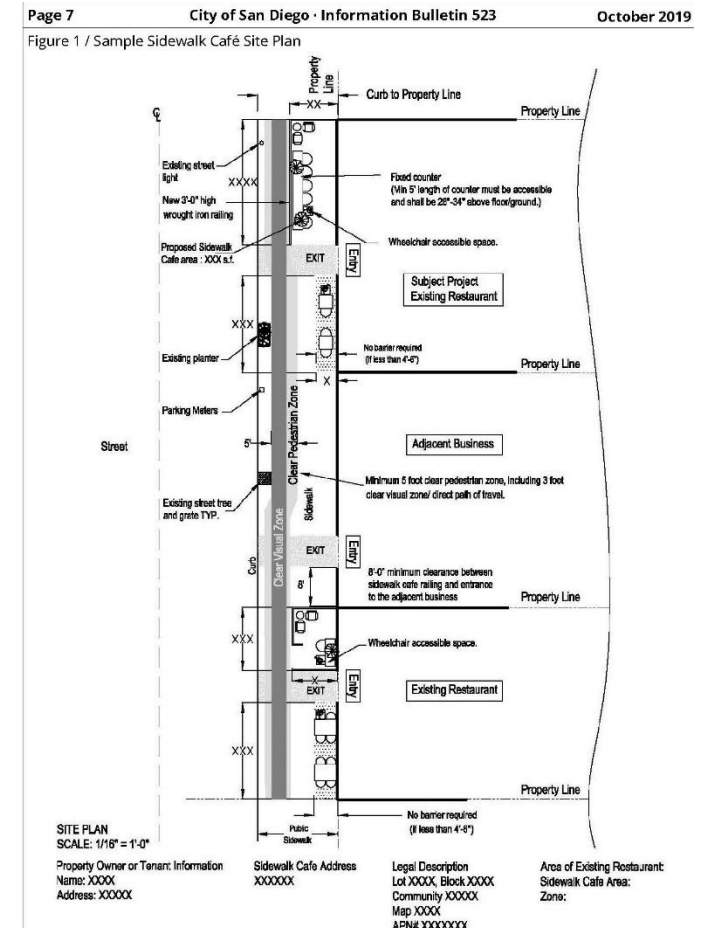


# Streamlining the Sidewalk Café Encroachment Permit Process

- Develop a list for Acceptable Outdoor Furniture Options.
- Establish standards to align outdoor dining operations with accessibility and other safety guidelines.
- Continue to explore alternative ways to assist applicants with the SCEP 'Site Plan' requirement.



2.3 DESIGN REQUIREMENTS



## Downtown Outdoor Dining Forgivable Loan

### Loan Amount

Up to \$10,000 per individual business on a first-come, first-serve basis

### Number of Loans

Approximately fifteen (15) eateries in the Downtown district, with priority given to existing Covid-19 Relief Temporary Sidewalk Café Encroachment Permit holders

### Eligibility

Downtown restaurants, cafés, and breweries currently permitted to serve food in the State of California. Applicants must meet all of the following criteria:

- Applicant is a property owner or tenant operating a business (with the property owner's permission) within the Downtown District.
- Proof of permission by adjoining business owner (tenant) and property owner, will be required if adjoining frontage is used.
- There are no code enforcement actions currently active against the property or business.
- Applicant is required to have current City business license.
- All state and local codes and licensing requirements for the business have been met including approval of the Sidewalk Café Encroachment Permit Application.

### Qualified Furniture

Tables

Chairs

Fencing

Umbrellas

Portable Heaters

### Color Palette for Tables, Chairs & Fencing

black

bronze

silver

### Reimbursement Requirements

1. Applicants will select tables, chairs and fencing from the program's Acceptable Outdoor Furniture Options. Deviations or alternatives to the Acceptable Outdoor Furniture Options must be pre-approved in writing by the City.
2. Applicants will be responsible for purchasing furniture. Any expenditure that exceeds the forgivable loan amount of \$10,000 shall be the sole responsibility of the applicant. This includes any additional add-ons, taxes and surcharges.
3. Loan funds will be paid upon receipt of paid invoices for the project, proof of payment and approval of completed work.
4. Loans will be interest free and forgivable at the rate of one-third of the loan amount at the end of each year over three (3) years provided that the applicant/awardee maintains the outdoor dining area and furniture in good condition. In all cases, the furniture remains the ownership of the business.



# Program Implementation Steps

Timeframe	Actions
July – August 2022	<ul style="list-style-type: none"><li>• Continue to refine program with stakeholder groups (SCCIA, Downtown eateries, and Small Business Recovery Task Force) and PW Department.</li><li>• Develop <u>Acceptable Outdoor Furniture Options</u>.</li><li>• Develop Downtown Outdoor Dining Design Standards.</li><li>• Develop Downtown Outdoor Dining Forgivable Loan Application.</li><li>• Finalize program details, marketing/promotional flyers.</li><li>• Finalize online-portal for electronic submittals or in-person appointments.</li></ul>
September – October 2022	<ul style="list-style-type: none"><li>• Launch Downtown Outdoor Dining Forgivable Loan Program and Application Portal.</li><li>• Outreach to Downtown eateries – canvassing, social media.</li><li>• Conduct informational sessions about the program, application process via Zoom Meeting and in Person.</li></ul>
April – May 2023	<ul style="list-style-type: none"><li>• Provide Program update to City Council.</li></ul>

# Thank you!

