

**CITY OF CORCORAN**

**AMERICAN RESCUE PLAN ACT  
DOWNTOWN CORCORAN RECOVERY PROGRAM**



**City of Corcoran  
City Administration  
832 Whitley Ave.  
Corcoran, CA 93212**

July 1, 2022

## **1. PURPOSE**

The City of Corcoran's Downtown Mainstreet, along Whitley Avenue between Otis Avenue and Hale Avenue, is often referred to as one of the best small city downtowns in the Central San Joaquin Valley. The City's extended commercial corridor continues west to Dairy Avenue where the Corcoran High School & Football Stadium, Technology Learning Center, J.G. Boswell II Park, and Burnham Smith Park are all located. The park facilities also host other recreational amenities such as the Recreation Association of Corcoran (RAC) facilities, community pool, and the City's new splashpad. Some of the City's largest community events tie into this park area, like the Cotton Festival hosted at the park, and Christmas Parade that uses the area for staging before the parade heads toward the center of downtown for the Tree Lighting Ceremony.

Visitors who attend local events in downtown Corcoran can often be heard as describing downtown as having a look "straight out of a Hallmark movie." Our City Public Works Department does an amazing job taking care of the public facilities such as the streets, sidewalks, planters, and Christmas Tree Park that all provide an excellent visual attractiveness to our downtown corridor. However, the upkeep of private properties along this commercial corridor are directly dependent upon private property owner or business operator maintenance and investment. The worldwide pandemic over the past couple of years has unexpectedly placed increased strain on local businesses and the local economy thereby delaying maintenance and improvements.

Over the past two years, local businesses have had to adapt to greater societal uncertainty, changing public health requirements, shifts in operations and materials availability, operating cost increases, rising interest rates, and adjustments to unpredictable and uncertain customer norms. All these circumstances translated to local businesses being forced to expend additional resources to simply stay open. As business resources become stretched, some have had to defer regular building maintenance and upkeep, and disregard investing in aesthetic business enhancements, all of which affect the perceived quality of Corcoran's commercial area. Some vacant and burned down structures on downtown properties also contribute to the visual decline and detract from the appeal of Corcoran's commercial corridor. Currently, there exists visual signs of deteriorated conditions with private property maintenance of building facades, signs, and pedestrian amenities. Together, these factors all affect Corcoran's commercial corridor and downtown marketability, attractiveness, and customer experience.

The heart of our small town charm is our Corcoran Downtown and extended commercial corridor to key facilities along Dairy Avenue. A key priority for our City is to maintain our community's economic viability and attractiveness to visitors and consumers. The City of Corcoran in evaluating the strategic use of American Rescue Plan Act (ARPA) funds has identified the recovery of Corcoran's Downtown and extended commercial corridor as a priority investment in response to the negative economic impact of the pandemic. The intent of directing ARPA funding to Downtown Corcoran and properties along the commercial corridor is to enhance the beautification, marketability, attractiveness, and desirability of Downtown Corcoran for increased consumer draw to local businesses and enticement of visitors to Corcoran community events.

## **2. GRANT PROGRAM**

In partnership with the Corcoran Chamber of Commerce, the City is strategically allocating ARPA funds for the implementation of a Corcoran Downtown Recovery Program. This program developed by the City and administered through the Corcoran Chamber of Commerce will provide



up to \$265,000 in grant funding to local businesses and properties along the Corcoran Downtown and extended commercial corridor area through the Fiscal Year 2022-2023 (July 1, 2022 thru June 30, 2023). Grant funding to local business properties is intended to cover expenses related to enhancing building exteriors, signs, and other pedestrian amenities to increase the visual aesthetic appeal and customer draw to Downtown Corcoran and community events. For a property owner or business operator to receive funding, a complete application must be submitted to the Corcoran Chamber of Commerce and meet project eligibility criteria.

Applications will be reviewed and considered for approval if the project is eligible and presents reasonable customary cost for goods and services up to \$25,000. Applications under \$5,000 will be given higher priority to provide the greatest coverage of grant awards. Grant requests above \$5,000 will need to demonstrate how the project provides greater enhancement to Downtown Corcoran. Applications will be considered throughout the fiscal year until all funds are expended. The property owner or business operator may elect to hire a qualified professional service or make their own purchase if quotes and/or bids are first provided to the Chamber of Commerce, determined to be reasonable costs, and approved. If the cost appears questionable, the Chamber of Commerce and/or City may seek comparable cost quotes or bids. To ensure project costs are covered by the grant, property owners and businesses should not contract with any service or make a purchase until after the grant is awarded. Alternatively, the property owner or business may elect to have the Chamber of Commerce coordinate a service provider and or purchase.

### **3. ELIGIBLE PROPERTIES**

Property owners and business operators that have frontage along Whitley Avenue between Otis Avenue and J.G. Boswell II Park are eligible. In addition, businesses with frontage along the first block of connecting side streets that tie into the eligible Whitley Avenue corridor area are also eligible. These connecting side streets include Dairy Avenue, Letts Avenue, Wigdal Avenue, Hale Avenue, Van Dorsten Avenue, Norboe Avenue, and King Avenue. The connecting streets of Chittenden Avenue and Chase Avenue are extended farther between Brokaw Avenue and Jepsen Avenue as this area serves as a major entryway to Downtown Corcoran and the civic center for the City. The map below identifies eligible areas outlined in red with blue crosshatch.



## **4. ELIGIBLE PROJECTS**

Eligible projects are defined below and categorized into three eligible project types for grant funding consideration. In general, exterior building or landscape maintenance, repair or replacement of building fixtures, and enhancements that increase the visual aesthetic appeal of our Downtown Corcoran are eligible. The three category descriptions below present a general list of desirable project types that are recognized as enhancing the visual appeal and destination draw for consumers and visitors to Downtown Corcoran and Corcoran community events.

### **A. MAINTENANCE**

Private property or building maintenance that improves the visual appearance of business storefronts and landscaping is eligible. Some examples include:

- Painting of storefronts due to faded or chipped paint.
- Power washing to clean storefronts.
- Weed removal and landscaping improvement.
- Graffiti removal.
- Storefront restoration due to weatherization.

### **B. REPAIR OR REPLACEMENT**

Any structural feature or fixture on a building that is visible to the public are eligible. Some examples include:

- Storefront awnings.
- Commercial signs.
- Decorative window frames.
- Commercial doorways.

### **C. ENHANCEMENT**

Property improvements that enhance the visual character and/or customer experience draw to Downtown Corcoran are eligible. Some examples include:

- Decorative wall or building art.
- Permitted pedestrian and sidewalk furniture or other aesthetic feature.
- Any private property improvement that demonstrates a direct positive visual enhancement or improved customer experience permissible under the City Zoning Ordinance.

## **5. APPLICATION REQUIREMENTS**

The property owner or business operator must submit a Downtown Corcoran Recovery Grant Application to the Corcoran Chamber of Commerce. A completed application must include the following:

1. Applicant's contact information.
2. Description or list of the project request for grant funding and identified by eligible project category.



3. Selection of the Level of funding being applied for. The four levels are: Level 1 (\$100 - \$2,499), Level 2 (\$2,500 - \$4,999), Level 3 (\$5,000 - \$9,999), and Level 4 (\$10,000 - \$25,000)
4. Selection of the preferred grant payment option for either direct payment to a business for reimbursement of qualified expense, direct payment to vendor for qualified expense, or assignment to Corcoran Chamber of Commerce to arrange purchase of payment.
5. Provide a summary list along with attached copy of detailed cost estimate(s) if electing for direct payment to business or vendor. Quotes should be from a qualified and reputable service provider. The Corcoran Chamber of Commerce and/or City of Corcoran may at its discretion seek alternative quotes to evaluate the reasonableness of any submitted cost estimate. Any expense incurred prior to grant application approval may be subject to denial and done so at the sole risk of the applicant.
6. Applicant signature and acknowledgement statement. By signing, the applicant acknowledges that they will provide additional information if requested, and that they have the permission or authority to make improvements on the property if not the owner.
7. Application submitted to:

Attn: Downtown Corcoran Recovery Program  
Corcoran Chamber of Commerce  
1040 Whitley Ave.  
Corcoran, CA 93212

## **6. APPLICATION APPROVAL PROCESS**

The Corcoran Chamber of Commerce and City of Corcoran are committed to disbursing these grant funds as expeditiously as possible to support Downtown Corcoran property improvements. Submitted applications will be reviewed by the Corcoran Chamber of Commerce on a first come first served basis, and awards are subject to grant funding availability provided by the City of Corcoran. Applications submitted for either Level 1 (\$100 - \$2,499) or Level 2 (\$2,500 - \$4,999) will be given priority and receive a response within 10 business days. Grant applications in either Level 3 (\$5,000 - \$9,999) or 4 (\$10,000 - \$25,000) for higher amounts may take additional time to review depending upon the complexity and detail of the project and number of vendors.

In consideration of application approval, the application will be reviewed by the Corcoran Chamber of Commerce to determine if it meets the criteria established by this program. If approved, the applicant will be given notice of award and authorization to proceed with the service work and/or purchase. As a condition of approval, the applicant must demonstrate satisfactory completion of the service and/or confirmation of purchase before the Corcoran Chamber of Commerce will issue grant award payment. Throughout the grant funding process, any requests for additional information, and notifications will be directed to the applicant listed on the grant application. Upon completion of a grant awarded project, the Corcoran Chamber of Commerce will request reimbursement from the City for authorized grant award expenses.

# CORCORAN CHAMBER OF COMMERCE

## Downtown Corcoran Recovery Grant Application

### APPLICANT INFORMATION

Check box if not the property owner

Not the Property Owner (Please read acknowledgement at end before signing)

Applicant Name (please print):
Business or Property Name:
Applicant's position or role with Business:
Business or Property Street Address:
Phone Number:
Email:

### PROJECT REQUEST

Check the box or boxes that you are applying for grant funding.

Eligible Categories:

- A – Maintenance
- B – Repair/Replacement
- C – Enhancement

Please list or describe the eligible project components that grant funding will be used for.

### TOTAL AMOUNT APPLYING FOR

Check the level of funding you are applying for.

- Level 1 - \$100 - \$2,500
- Level 2 - \$2,501 - \$5,000
- Level 3 - \$5,001 - \$10,000
- Level 4 - \$10,000 - \$25,000

**GRANT PAYMENT OPTION**

Select your preferred grant payment option:

- DIRECT PAYMENT TO BUSINESS - Receive direct payment reimbursement after service and/or purchase is completed and submitted with corresponding receipt(s).
- DIRECT PAYMENT TO VENDOR - Request payment to be issued directly to vendor after completion of service or to initiate purchase.
- CORCORAN CHAMBER ARRANGES PURCHASE - Request Corcoran Chamber of Commerce to make direct purchase of service(s) and/or materials.

**DETAILED COST ESTIMATE**

If electing Direct Payment to Business or Vendor, please list here the name and amount of each service provider or vendor. Then attach copies of all relevant cost estimate(s) and/or bid or invoice. Quotes should be from a qualified and reputable service provider.

**Note:** This section is not needed if electing to have the Chamber make purchase arrangements.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**APPLICANT SIGNATURE & ACKNOWLEDGEMENT**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

The signatory acknowledges that the Corcoran Chamber of Commerce and/or City of Corcoran may request any additional information relevant to evaluating the application or making payment of grant funds. By signing this application, the applicant also acknowledges that they have the permission and/or authority to make improvements on the subject property. As a condition of approval, the applicant must demonstrate satisfactory completion of the service and/or confirmation of purchase before the Corcoran Chamber of Commerce will issue grant award payment.