



City Manager's Office

MEMORANDUM

DATE: 2/26/24

TO: Mayor and City Council

THROUGH: Doug Thornley, City Manager Approved Electronically
Ashley Turney, Assistant City Manager

FROM: Bryan McArdle, Revitalization Manager

SUBJECT: ReStore Facade and Tenant Improvement Program Awarded

On March 8, 2023 the City Council approved the use of ARPA funds for a Downtown Facade Improvement Program and a Tenant Improvement/Lease Support Program which was then branded as the "ReStore Facade and Tenant Improvement Program". Funds in the amount of \$1,050,000 were allocated for the Program, \$550,000 was allocated to Facade Improvements and \$500,000 was allocated for Tenant Improvements.

The ReStore program was publicly announced and applications were opened on September 12, 2023. During Round 1 the City received 16 applications from 12 unique properties and businesses, five (5) of which were new businesses. On December 12, 2023, the City announced 10 applicants were awarded grants under the program and all five (5) new businesses were awarded. The total amount awarded under Round 1, based on approved projects, was \$445,291.00 (\$311,828 for Façade Improvements and \$133,463 for Tenant Improvements). It is estimated that these improvements will total roughly \$2 million in new improvement value.

The ReStore program application deadline was extended to December 31, 2023 in order to award the remaining funds. During Round 2, 71 applications were received from 40 unique properties and/or businesses. On Feb 22, 2024, the City announced that 20 locations will receive grants under the program, eight (8) of which are new businesses. The total estimated amount to be awarded under Round 2, based on approved projects, is \$589,619 (\$235,455 for Façade Improvements and \$354,164 for Tenant Improvements). It is estimated that these improvements will total roughly \$3.8 million in improvement value.

Under both rounds of the ReStore program 40 properties or business locations have received an award, 13 of which were new businesses. The \$1,050,000 awarded in grant funding is expected to generate \$5.7 Million in improvements in the Downtown areas. Awardees have 90 days to receive their permits required for the improvements and 180 days to complete the projects. All improvements must be completed by December 31, 2024.

The awardees and locations are listed below:

Round 1 Awardees:

- Pigeon Head Brewery - 840 E. 5th St.
- Uncle Junkee (Property) - 111 N. Virginia St.
- Jupiter Red - 822 S. Virginia St.
- Blind Dog Tavern - 50 N. Sierra St. Suite #1A
- Poor Devil Saloon - 820 S. Virginia St.
- Best Bet Motel - 941 S. Virginia St.
- The Morris Event Space - 400 E. 4th St. Suite 2
- The Morris Speakeasy - 400 E. 4th St. Suite 3
- Club Cal Neva - 38 E. 2nd St.
- 406 California Ave
- Shim's Surplus Supplies - 125 W. 3rd St.

Round 2 Awardees:

- Birdeez - 151 N. Virginia St.
- National Automobile Museum - 1 Museum Drive
- The Reno Bar and Grill - 903 E. 4th Street
- Crak N' Grill - 301 S. Wells Ave.
- Cluckers – 651 E. 4th Street
- Yuzu Sushi & Bar - 440 N. Virginia St.
- D Bar M Western Store - 1020 E. 4th St.
- Lead Dog & Sunset Wines - 415 E. 4th Street
- Horseshoe - 229 N Virginia St.
- 101 N. Virginia St. Property
- USA Drycleaners - 1080 S. Virginia St.
- Dubs Sports Lounge - 95 N Virginia St.
- Dead Ringer Analog Bar – 432 E. 4th St.
- Black Rabbit Mead Co. - 401 E. 4th St.
- Sol-Up - 902 S. Virginia St.
- Ferino Distillery - 541 E. 4th St.
- Our Bar - 211 W. 1st St.
- Slieve Brewing Company - 495 Morrill Ave.
- 495 Morrill Ave. Property
- The EP Listening Lounge – 1300 S. Wells Ave.