



NEWS RELEASE

FOR IMMEDIATE RELEASE:
Wednesday, October 10, 2018

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NEW MICRO GRANT PROGRAM CREATES BUSINESS CURB APPEAL *Up to \$2,000 available to qualifying properties for Storefront Beautification*

STOCKTON, Calif. – A little storefront facelift can increase curb appeal and attract more business. The City of Stockton is planning to establish a fund to provide small grants of up to \$2,000 to businesses located along designated commercial corridors within the city limits for storefront beautification projects. New windows, signs, paint, awnings, lighting, even planters and trellises, may be all it takes to get noticed. Establishing this new program is on the October 16, 2018, City Council Meeting agenda for consideration.

“Visually appealing destinations help revitalize a neighborhood,” shares Assistant Director Janice Miller, an economic development expert. “We’ve all made decisions to check out a new or updated business when a commercial building gets spruced up or catches our eye for the first time. Improved lighting, new signage, fresh paint or updated windows can make a huge difference for business owners, employees and customers. This grant program is intended to help businesses with the cost of these types of improvements. That’s why it is being offered in high-traffic, commercial areas throughout Stockton.”

Business owners interested in applying must meet program criteria, which is detailed in the *Storefront Beautification Micro Grant Program* brochure available at

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www.stocktonca.gov/edd. Applicants must apply, receive approval and obtain any required permits and property owner approvals in advance. The cost of improvements is reimbursed with proof of payment and receipts from licensed contractors once the project is completed.

Storefronts eligible for grant funds include commercial locations along: Charter Way, MLK Jr. Blvd., E. Main Street, Airport Way, Wilson Way, E. Fremont Street, West Lane, E. Benjamin Holt Drive (east of Pacific Avenue.), Hammer Lane, Lower Sacramento Road (near Ponce De Leon), Pacific Ave. (between Harding Way and Alpine Avenue), Harding Way, Yosemite Street, El Dorado Street (up to Essex), California Street (up to Alpine Avenue), and in the Downtown Improvement District.

For additional details, including requirements, timeline, and examples of eligible projects, please see the October 16, 2018, City Council Meeting Agenda at

www.stocktonca.gov/councilmeetings or call 209-937-8539.

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