



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Alexa Jeffress,
Director, Economic &
Workforce Development
Department

SUBJECT: Facade and Tenant Improvement Program:
Program Implementation Plan

DATE: November 7, 2022

City Administrator 
Approval

Date Nov 14, 2022

INFORMATION

EXECUTIVE SUMMARY

This Informational Memorandum shares details about the relaunch of the Facade and Tenant Improvement Program (FTIP), including the application period, equity scoring criteria, program guidelines and materials, and a program outreach plan. The revised program guidelines reflect changes authorized by Council in [Resolution 89239 C.M.S.](#) including new funding of \$300,000 previously authorized by Council through [Resolution 88717 C.M.S.](#)

The first Notice of Funding Availability (NOFA) for the FTIP will be issued with an application period of December 1, 2022 through January 31, 2023. Applications received during the NOFA will be prioritized based on new equity scoring criteria.

While the majority of the FTIP funds will be awarded as part of the competitive NOFA, there will be a set aside of \$25,000 to fund up to 10 grants of \$2,500 each for emergency window repair from vandalism, awarded on a first-come, first-served basis, which will be available starting December 1, 2022. Additionally, each funding round will designate a minimum of one grant to an eligible applicant (if available) from each of certain priority neighborhoods, pursuant to Council direction in Resolution 88717 C.M.S..

The program outreach plan will include partner trainings and in person outreach, education through the [Neighborhood Business Assistance](#) program, as well as a promotional campaign with a media release, social media posts, and a direct email campaign.

BACKGROUND AND PROGRAM OVERVIEW

On June 7, 2022, the Oakland City Council passed Resolution 89239 C.M.S., which made several changes to the FTIP guidelines intended to remove barriers and facilitate equitable access to FTIP funding for small businesses and property owners. The FTIP was modified to: 1) expand the program eligibility citywide with a focus on priority underinvested commercial corridors; 2) waive matching requirements for grants up to \$25,000; 3) allow staggered reimbursements of project costs; 4) include retail cannabis businesses as an eligible business type; 5) allow physical upgrades associated with outdoor dining in conjunction with Flex Street program permitting; and 6) allow window repair from vandalism up to \$2,500 as an eligible program expense.

Additionally, staff is removing the requirement that Tenant Improvement Program grants only be awarded to vacant storefronts, allowing existing businesses to apply for tenant improvement projects less than \$25,000.

Application Period

After public outreach described below, the City will issue a NOFA for each round of the FTIP, providing a 60-day window for application submittals. The first NOFA will be issued with an application period of December 1, 2022 through January 31, 2023. Details are available at www.oaklandca.gov/FTIP.

Equity Scoring Criteria

Applications received during the NOFA will be prioritized based on an equity scoring criteria that prioritizes 1) investment in underserved neighborhoods, 2) support of longstanding businesses serving the community, and 3) support of business and property owners who live in the community. Staff outreached to business service organizations across the City for feedback on this scoring criteria, incorporating suggestions received. The scoring criteria will be reevaluated after the first round of funding, and adjustments will be made as necessary.

Grants will be awarded to projects based on the following equity scoring criteria:

- 1) **Location of Business¹**: up to 40 points
 - a. Lowest Priority Neighborhood: 0 points
 - b. Low Priority Neighborhood: 0 points
 - c. Medium Priority Neighborhood: 10 points
 - d. High Priority Neighborhood: 20 points
 - e. Highest Priority Neighborhood: 40 points
- 2) **Years in Operation of Business at Current Location**: up to 15 points (1 point per year of operation, also applicable if property owner applies rather than tenant business)
- 3) **Applicant (Whether Business Owner or Property Owner) is an Oakland Resident**: 5 points

¹ Priority Neighborhoods defined by the Oakland Department of Transportation (OakDOT) Equity Toolbox), which prioritizes neighborhoods based on concentrations of people with demographic factors determined to have experienced historic and current disparities. See: <https://www.oaklandca.gov/resources/oakdot-geographic-equity-toolbox>

Program Set-Asides

Set-Aside for Emergency Window Repair

While the majority of the FTIP funds will be awarded as part of the NOFA, there will be a set-aside of \$25,000 to fund 10 grants of \$2,500 each for emergency window repair from vandalism. Unlike the other FTIP grants that will be awarded through the NOFA period, emergency window repair grants will be awarded on a first-come, first-served basis, and will be available starting December 1, 2022.

Neighborhood Set-Aside

In addition to the equity criteria above, for every funding round, a minimum of one grant will be designated to an eligible applicant (if available) from each of the following “Priority Neighborhood” areas² as directed by Council through Resolution 88717 C.M.S.: Deep East Oakland, West Oakland, Fruitvale, Chinatown, Little Saigon/Eastlake, Dimond, Laurel and Fairfax.

Program Guidelines

The revised program guidelines, which have been updated to reflect the changes authorized by Council through Resolution 89239 C.M.S., are posted to the website at www.oaklandca.gov/FTIP. Applicants will be able to apply in several funding categories:

1. A Façade Improvement Program (FIP) grant for improvements to the exterior of a commercial building, including physical upgrades to outdoor spaces in conjunction with the Flex Streets Program, up to a maximum award of \$30,000
2. A Tenant Improvement Program (TIP) grant for improvements to the interior of a commercial building, up to a maximum award of \$45,000
3. A FIP grant and a TIP grant, for a combined maximum award of up to \$75,000
4. An Emergency Window Repair grant of up to \$2,500

Projects of up to \$25,000 under the FIP and/or TIP are fully reimbursable; any project costs for the FIP and/or TIP over \$25,000 will be reimbursed at 50 percent. Grantees that need more project cash flow flexibility have the option of staggered reimbursement, whereby payments are distributed in phases as funds are needed.

The application for all three grants will be made available at www.oaklandca.gov/FTIP through an interactive form that will allow users to upload required documents. Applicants will also be able to submit a paper application through mail or email. See **Attachment A** for the required documents checklist.

Grantees will be able to choose their own contractor, as well as their own architect if design work is needed. Staff will provide grantees with a roster of local architects and contractors through partner efforts with the [Construction Resource Center](#).

² Resolution 88717 C.M.S. authorized \$300,000 in funding for business technical assistance that prioritized specific neighborhoods

Program Outreach Plan

Staff has developed a program outreach plan to inform small business owners throughout the City of the funding opportunities available through the FTIP, with a priority focus on underinvested commercial neighborhoods.

The outreach program has three primary goals:

- Introduce the revised FTIP
- Inform and educate City partners about the new program to amplify our outreach
- Inform individual business owners about the revised program to encourage applications

Program outreach will focus on messaging the following key program attributes:

- New grant program to support businesses, improve appearance of commercial corridors, and speed recovery when a business is vandalized
- Streamlined application process
- New funding commitment makes grants available city-wide
- Projects of up to \$25,000 are fully reimbursable, with no match requirement
- Phased reimbursement option requires less upfront capital
- Emergency response grants of \$2,500 available for window repair due to vandalism

Neighborhood Business Assistance Program

City staff will promote the FTIP at all seven locations of the [Neighborhood Business Assistance](#) program, with program flyers (see **Attachment B**) in English, Spanish, Chinese, Vietnamese, and Arabic.

Partner Trainings and In Person Outreach

Staff recognizes that comprehensive outreach will only be possible by working with community partners that have established relationships with business owners in specific areas across the City. Prior to the start of the application period, Staff will hold an informational session to review the program with the City's network of business service organization partners, including ethnic chambers and Business Improvement Districts. At the informational session, staff will share collateral, including program flyers and a social media outreach tool kit.

Staff will collaborate with individual Council offices to hold workshops throughout the City and will distribute program flyers to Neighborhood Service Coordinators that canvass business owners through the Neighborhood Enhancement Services Team (NEST) program. City staff will also make the flyers available to police officers and other City staff that visit business owners impacted by vandalism.

Other Promotional Activities

The launch of the FTIP will be supported by a series of promotional activities, including a press release that will be promoted to multiple ethnic media outlets, and a social media campaign. A direct email campaign will go out to subscribers of various City lists, including the over 9,300 subscribers of the City's Business Resources email list, as well as past participants of the Flex

Streets program. Staff will share newsletter copy with elected officials, partnering organizations, and our media outlets.

Current Status

Business owners with questions about the FTIP should visit www.oaklandca.gov/FTIP to sign up for a mailing list to receive updates on the program or contact FTIP@oaklandca.gov or 510-238-3853.

Respectfully submitted,



ALEXA JEFFRESS,
Director, Economic &
Workforce Development

Attachments:

- A – Grant Document Checklist
- B – Program Flyer

**Department of Economic and Workforce Development
Business Development Division
510-238-3853**

**City of Oakland
Façade and Tenant Improvement Program
Grant Document Checklist**

Thank you for your interest in the **Façade and Tenant Improvement Program**. You may apply online through the interactive application form at www.oaklandca.gov/FTIP, or if you prefer, you may send documents to FTIP@oaklandca.gov or by mail to the address above. The documentation required depends on the grant. Business or property owners may apply for:

- A Façade Improvement Program (FIP) grant for improvements to the exterior of a commercial building
- A Tenant Improvement Program (TIP) grant for improvements to the interior of a commercial building
- A FIP grant and a TIP grant
- A grant for emergency window repair due to vandalism

FIP and/or TIP grant applications require:

- Current City of Oakland Business License (you may alternately print/pdf proof of license from <https://ltss.oaklandnet.com/Search/Index/BusinessLicense>)
- Description of the façade improvements and/or tenant improvements you wish to fund.
- Lease agreement for Business, with at least three years remaining, or proof of property ownership.

Emergency window repair grant applications require:

- Current City of Oakland Business License (you may alternately print/pdf proof of license from <https://ltss.oaklandnet.com/Search/Index/BusinessLicense>)
- Photos of the window damage due to vandalism
- Copy of a police report documenting the window damage due to vandalism

Improve the Exterior or Interior of Your Business!

Apply for a **GRANT** of up to **\$75,000*** through **The Façade and Tenant Improvement Program**

*Up to \$30,000 for exterior and up to \$45,000 for interior



Oasis Food Market
3045 Telegraph Ave



BEFORE



AFTER

Sweetfingers Restaurant
5859 Foothill Blvd



BEFORE



AFTER

Example Projects:

- Painting
- Signage
- Lighting
- Flooring
- Parklets



Expanded and Improved Program:

- Grants now available city-wide
- Projects up to **\$25,000** are fully reimbursable; additional costs reimbursed at 50%
- Emergency response grants of **\$2,500** available for window repair due to vandalism

Application Open December 1 – January 31

visit
oaklandca.gov/FTIP

or call
510-238-3853