

To: Members  
Dunwoody City Council

From: Michael Starling  
Director of Economic Development

Re: Alfresco Grant Program

Date: 2/14/2022

### **Action**

Authorize the mayor, city manager, or designee to execute all documents necessary and proper to make changes to the existing AI Fresco Grant Program.

### **Summary**

The Economic Development Department is proposing to expand the AI Fresco Grant Program to include property owners making improvements for multiple tenants in the same retail center.

### **Details**

City Council approved the original AI Fresco Grant program in 2020 as part of an overall Economic Assistance package using Federal CARES Funding. The goal of the Grant was to assist restaurants and other businesses to make necessary improvements to move operations outdoors. A secondary goal was to begin transforming our older shopping centers into more vibrant and welcoming places. The Grant matched funding from businesses as they made changes to their buildings and to purchase equipment like heaters. The Grant was capped at \$5,000 per business. We found that the AI Fresco grant was not being used by individual businesses as much as we anticipated, only 8 grants were awarded for a total of \$24,000.

The Economic Development Department is proposing to maintain the existing Individual Business Program and adding a new category for Property Owners investing for multiple tenants in the same retail center.

#### Goals of the New AI Fresco and Placemaking Grant:

- Address the Economic Impacts of the COVID-19 Pandemic
- Provide private sector property owners with matching funds to implement creative placemaking projects that draw foot traffic to their properties.
- Invest in Place-based Infrastructure (quasi-public spaces) that improves quality of life for residents.

Program Metrics for Multi-tenant Improvements:

- Investment includes significant expansion and/or re-positioning of outdoor dining and active outdoor space.
- The minimum required match is 3 private dollars to 1 public dollar.
- Property owners within the Commercial Districts of Dunwoody Village, Georgetown, Jett Ferry and Winters Chapel are eligible.
- Maximum investment of \$5,000 per individual business within the commercial center and/or \$1.50 Per SF of total commercial space.
- Reimbursement for Furniture, Fixtures and Equipment.
- Memorandum of Understanding will be negotiated prior to approval by Council.

**Recommendation**

Authorize the mayor, city manager, or designee to execute all documents necessary and proper to make changes to the existing Al Fresco Grant Program.