



CITY OF
ARCADIA

American Rescue Plan Act (ARPA)
New Business Assistance Program
Everything You Need to Know to Apply

Development Services Department

Economic Development Division

EconDev@ArcadiaCA.gov | (626) 574-5409

www.ArcadiaCA.gov/EconDev

Introduction: The American Rescue Plan Act (ARPA) of 2021 provided over \$350 billion in funding to local governments to implement projects and programs that address the public health and negative economic impacts resulting from the COVID-19 pandemic. The City of Arcadia received a total of \$8.8 million in ARPA funding. In September 2022, the Arcadia City Council approved the use of \$750,000 of these funds to create and implement the ARPA Small Business Grant Program, and \$250,000 to create and implement the ARPA Small Business Permit Assistance Program. The ARPA Small Business Grant Program (“Grant Program”) and Small Business Permit Assistance Program (“Permit Assistance Program”) was combined into the ARPA Small Business Assistance Program in February 2024. That program provided grants of up to \$5,000 to qualified small businesses to pay Planning Application fees and/or Building Permit fees when opening a new business, expanding an existing business, or remodeling the interior or exterior of their current business location, and also provided up to \$10,000 to Arcadia small businesses for one or more of the purposes outlined in these guidelines.

As the ARPA funding expires in 2026, the City is launching its latest assistance program, the New Business Assistance Program, to draw down remaining grants funds to assist with recruitment of new businesses and retain or expand our current businesses. Note that the funds for the New Business Assistance Program will be generally capped at \$15,000 and can be used for permit assistance and/or business improvements. The City may consider grant amounts in excess of \$15,000 on a case-by-case basis. The eligibility requirements, application process, and other program details are included below, with exceptions made by the Director of Development Services

Business Eligibility Requirements

- Must be located or planning to locate, within the City of Arcadia
- Must operate from a commercially zoned or mixed-use property¹, with a focus on the Downtown area
- Business is independently owned and operated
- Business employs no more than 25 full-time equivalent (FTE) employees
- Eligibility (\$15,000 grant)
 - Business classified as a retail use, restaurant, recreation or entertainment use, gastropub or bar, or other related use as determined by the Development Services Department

Eligibility Exclusions

- Any national or regional chain with three or more locations that is not locally franchised
- Any adult business, massage parlor, pawn shop, bail bond service, or other related use as determined by the Development Services Department
- Business categories/classifications not listed under the above eligibility requirements

Program Funding Limits and Permitted Use of Funds

Under this Program, funds for qualified businesses may be used for one or more of the following purposes:

- Interior or exterior improvements to their place of business
- New exterior signage

¹ Commercial or Mixed-Use Zoned Property includes all types of commercial, industrial, and mixed-use zoning

- Creating or updating outdoor seating and dining areas (food and beverage businesses only)
- Other items not listed above but determined by the Development Services Department to be consistent with the program objective of assisting qualified small businesses to improve the interior and/or exterior of their place of business or improve their online digital presence.
- Planning Application fees and/or Building Permit fees for small businesses when opening a new business, expanding a current business, or making physical improvements to their existing place of business.
 - Eligible Planning Application fees include those for Sign Architectural Design Review, Conditional Use Permits, Minor Use Permits, Design Review of façade improvements or new business signage, and other miscellaneous business entitlements.
 - Eligible Building Permit fees include fees for plan-check review, tenant improvement permits, façade improvement permits, sign permits, and other miscellaneous construction permit and inspection fees required when building-out or renovating a commercial space.

Application Processing, Evaluation Criteria, and Approval

Applications will be accepted based upon very limited available funding. To be considered for participation, an interested business shall submit a complete program application and description of their project to the Development Services Department, Economic Development Division at Arcadia City Hall (240 W. Huntington Drive), or by email to EconDev@ArcadiaCA.gov. A program application is attached to these guidelines and available at www.ArcadiaCA.gov/EconDev.

All proposals under the program will be evaluated, and funding awarded, based on the Development Services Department's determination of the consistency of proposed projects with the criteria listed below.

Proposal Evaluation Criteria

- A. The potential of the proposed project to positively impact in-person customer activity and sales at the subject business. This includes how impactful the proposed project and funding may be for the specific business, the potential to increase in-person customer activity and sales, and the overall merits of the proposal.
- B. The potential positive impact of the project for the surrounding commercial district. This includes the potential to attract new customers to the area, increase foot traffic, and/or positively impact the appearance of the business district.
- C. The potential positive impact of the project to the City. This includes the potential of the project to increase sales tax revenue, improve the appearance of the public realm, or meet other city goals and objectives.
- D. The potential for a new business or relocated business to open and operate within the city of Arcadia, increasing pedestrian foot traffic, in-person customer activity and sales, economic activity, improve the overall appearance of an existing or new storefront, enhance the streetscape or public realm, and/or any other positive addition to the City as determined by staff.

Grant Program: Issuance of Funding

Following preliminary application approval, a business shall submit a detailed, itemized cost estimate of their project or initiative to the Development Services Department, Economic Development Division for

final approval. An initial disbursement of 50% of the approved grant amount will be issued to the participating business to initiate their project. The remaining balance will be disbursed to the participating business at the time of final project completion, and adjusted, as needed, based on actual project expenses as verified through submittal of receipts. Total grant amounts shall not exceed the maximum permitted limit, or the specified grant amount approved for the business by more than 5% without prior City authorization. Qualified applicants will have only one opportunity to apply for the maximum funding amount during this program cycle unless program parameters change to allow the applicant to apply more than once. All projects and initiatives must be completed in a timely manner per the grant agreement unless an extension is granted by the City. The City reserves the right to require the reimbursement of grant funding for projects or initiatives that are not completed within the referenced time-frame, or if funding is utilized for purposes other than the approved grant initiative or project.

Grant Agreement

Applications under the Grant Program will require an agreement to be executed between the business and the City. Any changes to the executed agreement must be completed with an amendment. Please notify staff of any changes to your proposal, especially as it relates to the approved project and use of funds, as those items must be pre-approved by staff before being considered for reimbursement. The City reserves the right to reject any expense not previously approved under the grant agreement. Completion and submittal of IRS Form W-9 is required prior to fund disbursement.

Permit Assistance

Applications and permits approved for fee payments shall be submitted to the City in a timely manner per the grant agreement following program participation approval or may be subject to cancellation. The City reserves the right to require reimbursement of any fees paid through this program if an approved Planning Application or Building Permit is not actively pursued by the participating business in good faith following its approval by the City.

Frequently Asked Questions (FAQ)

1. What do I need to submit for the itemized cost estimate?

For any service or professional work, the itemized cost estimate should include estimated charges by vendors in the form of an invoice, even if it is a preliminary estimate. For products, equipment, or other tangible items, a receipt for all purchased items must be submitted for verification. We may require that the items you submit for reimbursement be organized in a spreadsheet to ease staff review of your proposal (see the attached spreadsheet as an example).

2. What does an invoice need to include?

- Name, address, contact information of vendor (preferably with their logo)
- Your business name, address and contact information
- Detailed description of work performed
- Cost of services/products and unit counts and/or hours spent, and total cost
- Date
- Indication that the invoice was paid
- Invoice #

Please see the attached invoice as an example.

3. I have been approved under the program and am in the midst of making improvements. However, I have a new expense that I would like to be reimbursed or other changes, but I've already executed the agreement and those items are not included in the approved use of funds. Can I include it?

Potentially. Please contact the Economic Development Division to determine if the expense would qualify for reimbursement. If so, an amendment to the agreement must be prepared to include it within the approved use of funds.

4. I have already received reimbursement for permit costs or other expenses under the program and my application is closed. However, I now have other expenses I would like to now include that I had not considered and would like to reimburse those costs. I also did not utilize the maximum grant funding the first time around. Can I re-apply?

No, businesses will have only one opportunity to apply to the program and submit all expenses at that time. Even if your expenses did not fully use the maximum grant funding amount, no further reimbursements will be provided after your application has been closed.

5. I am done with my project and would like my 2nd check under the Grant Program. What do I do?

For all products, equipment, or other tangible items, please submit a photo or other evidence that the items have been ordered, delivered, and in use by your business. For services by a vendor, such as a sign contractor, in addition to sending photos of completed work, ensure that a **paid** invoice for all work has been submitted to staff for their review. For any work that requires a permit, a final inspection must be scheduled and completed with the Building Division prior to issuance of your 2nd check. Please contact the Building Division at (626) 574-5416 to schedule your inspection.

City of Arcadia Small Business Assistance Program - List of Receipts						
Item Description	Merchant Name	Quantity	Date Purchased	Cost Per item	Total Cost (w/ tax + shipping)	Receipts (attached or linked)
Total:					\$0.00	

YOUR LOGO

BUSINESS INVOICE

Company Name
123 Main Street
Hamilton, OH 44416
(321) 456-7890
Email Address

DATE

INVOICE NO.

Payment due upon receipt.

BILL TO

ATTN: Name / Dept
Company Name
123 Main Street
Hamilton, OH 44416
(321) 456-7890
Email Address

SHIP TO

ATTN: Name / Dept
Company Name
123 Main Street
Hamilton, OH 44416
(321) 456-7890

DESCRIPTION	QTY	UNIT PRICE	TOTAL
			0.00
			0.00
			0.00
			0.00
			0.00
			0.00
			0.00
			0.00
			0.00
			0.00
			0.00

Remarks / Instructions:

	SUBTOTAL	0.00
enter total amount	DISCOUNT	0.00
	SUBTOTAL LESS DISCOUNT	0.00
enter percentage	TAX RATE	0.00%
	TOTAL TAX	0.00
	SHIPPING/HANDLING	0.00
	OTHER	0.00
	TOTAL \$	-

Please make check payable to Your Company Name.

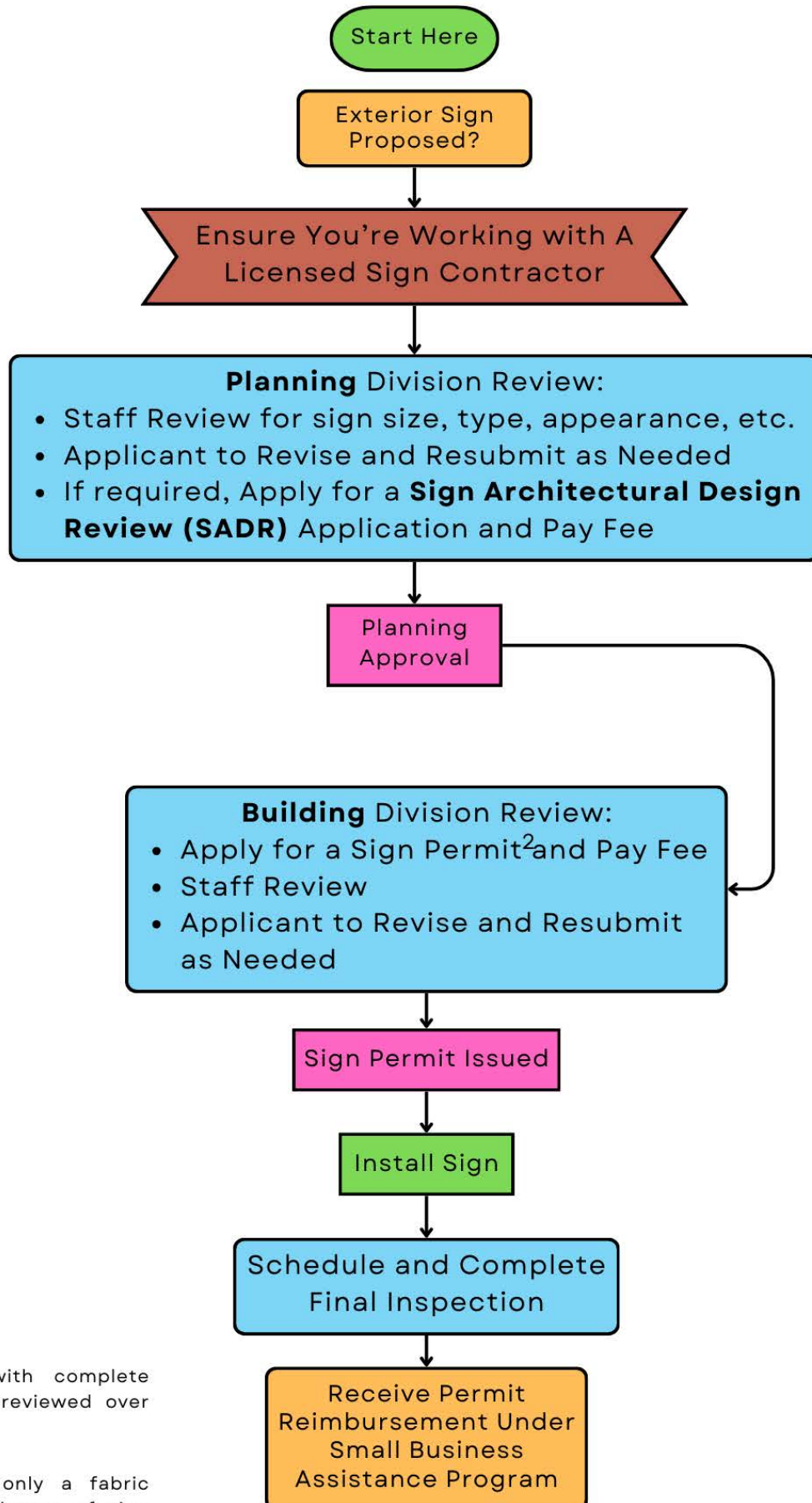
THANK YOU

For questions concerning this invoice, please contact
Name, (321) 456-7890, Email Address
www.yourwebaddress.com



Sign Approval Process¹

Small Business Assistance Program



¹ Sign applications with complete information can be reviewed over the counter (OTC),

² Signs that require only a fabric awning change or change of sign copy may not require a sign permit.