

RESOLUTION NO. 2024-12

A RESOLUTION APPROVING AWARDS FOR THE 2023-2024 FAÇADE IMPROVEMENT GRANT PROGRAM

WHEREAS, the City of Rockaway Beach designed the Façade Improvement Grant to market Rockaway Beach as a vibrant, family-friendly destination to stay and play; to improve visitor-facing exteriors of commercial buildings within the City of Rockaway Beach; to promote tourism, economic development, and a positive business environment in Rockaway; to achieve visible results that enhance image, marketability and economic vitality of Rockaway Beach; to encourage more private investment in businesses; to improve the business climate and encourage business development opportunities; and

WHEREAS, the Rockaway Beach City Council believes that the look of a town is its “visual advertising” – first impressions count; first impressions create a “sense of place” and pride in a town; the better the impression, the more visitors stay, spend and support businesses; people have moved and invested here, and are opening or buying businesses; the more a city does to help make a town better, the more economic vitality will occur; and

WHEREAS, this grant program is funded with lodging tax collected by the City of Rockaway Beach and administered through the Tillamook Coast Visitors Association (TCVA); and

WHEREAS, funds are available up to \$200,000 for this grant program, with a maximum request of \$20,000; and

WHEREAS, TCVA has reviewed grant applications for eligibility and completeness; and

WHEREAS, authority to award funds lies with the Rockaway Beach City Council who has reviewed the grant applications and now wishes to approve awards.

NOW, THEREFORE, BE IT RESOLVED THAT

Section 1. The City of Rockaway Beach City Council hereby awards a 2023-2024 Façade Improvement Grant to the following recipients in the amounts specified below:

Recipient:	Grant Amount:
Beach Bakeshop	\$20,000
Rockaway Snack Shack	\$14,950

Rockaway Mercantile/SAI Design Build	\$20,000
Sand Dollar Restaurant	\$19,680
Trash and Treasures	\$7,500
Upper Crust Pizza	\$3,321
Lakeside Hideaway	\$17,500

Section 2. TCVA shall execute contracts with awardees, issue grant reimbursements, and manage project contracts.

Section 3. This Resolution shall be effective immediately upon adoption.

APPROVED AND ADOPTED BY THE CITY COUNCIL THE 14TH DAY OF FEBRUARY 2024.

APPROVED



Charles McNeilly, Mayor

ATTEST



Melissa Thompson, City Recorder