



DATE: September 24, 2019

TO: Members of the City Council

FROM: Councilmember Kristine Alessio and Councilmember Akilah Weber

SUBJECT: CONSIDERATION OF ESTABLISHING A PILOT MICRO-GRANT PROGRAM FOR BUSINESSES IN THE WEST LA MESA AREA

In recognition of the fact that several small businesses and civic organizations are seeking to make cosmetic improvements to the West La Mesa area, specifically the corridors of El Cajon Blvd. and University Avenue from Spring Street to the City limit with San Diego, we are proposing that a Pilot Program creating micro-grant opportunities be established by the City of La Mesa.

The micro-grant program will provide for small grants to be given to businesses or landlords seeking to improve their properties through pressure washing, paint, landscape, updated signage, etc. Civic organizations looking for improvements with public art, murals, etc. will also be eligible for micro-grants.

Initial funding for the micro-grant program will be provided from the expense accounts of Councilmembers Alessio and Weber and any other Councilmembers who would like to direct expense account monies toward the program.

If approved in concept by the Council, Councilmembers Alessio and Weber will work with staff to establish the Program and then bring the final draft of the Program to Council for review.