



**OFFICE OF THE CITY MANAGER**

**MEMORANDUM**

**DATE:** August 1, 2023  
**TO:** GEORGEANNE A. WHITE, City Manager  
**FROM:** SANTINO DANISI, City Controller/Finance Director  
COURTNEY ESPINOZA, Business Manager

**SUBJECT: FINDING FRESNO AREA HISPANIC FOUNDATION (FAHF) UNIQUELY QUALIFIED TO ADMINISTER THE SMALL BUSINESS FAÇADE PROGRAM ON BEHALF OF THE CITY OF FRESNO**

**Background**

The purpose of this Memorandum is to request City Manager approval for a uniquely qualified vendor to administer the Small Business Façade Program on behalf of the City of Fresno. This agreement implements a program for small businesses to apply for grant funding to improve the façade of their brick-and-mortar business, specifically located in city council districts one and four.

Through a Request For Proposals (RFP) process in 2022, the Fresno Area Hispanic Foundation (FAHF) was awarded a contract with the City of Fresno to administer a Façade Program for small businesses in Fresno that were disproportionately impacted by the COVID-19 pandemic. In February 2023, City Council approved this contract and FAHF has been in the process of implementing the program citywide. In just under six months, FAHF has provided 153 businesses with technical assistance to complete their application for grant funding and have awarded 14 businesses a façade grant for their business.

Due to the success of the current program, it is recommended that the City award an agreement to FAHF for additional funding for the façade program that will target small businesses in council districts one and four.

For any questions, please feel free to contact Courtney Espinoza at (559) 621-7008 or [Courtney.Espinoza@fresno.gov](mailto:Courtney.Espinoza@fresno.gov).

            Approved            Denied  
  
Georgeanne A. White, City Manager