

## Dine Out Pasadena Program

City Council Presentation  
February 26, 2024






# City Council Request

## **It is recommended that the City Council:**

1. Amend the City Manager’s Fiscal Year 2024 Operating Budget by recognizing and appropriating \$1.5M in Congressional earmark funding to administer the Dine Out Pasadena program;
2. Authorize the City Manager to enter into an agreement with the Pasadena Community Foundation (“PCF”) to co-administer the Dine Out Pasadena program not-to-exceed \$1,325,000; and
3. Authorize the City Manager to enter into an agreement with the Playhouse Village Association (“PVA”) for outdoor dining pavilion scope of work not-to-exceed \$150,000.



# Context

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- 2020
    - Covid shutdowns and subsequent changing regulations challenge restaurants and small businesses, hurt revenues, etc.
  - 2021
    - City establishes on-street/outdoor dining options with specific operational requirements
    - Restaurants build and operate outdoor structures
  - 2022
    - City makes adjustments to the initial requirements
    - City submits application for \$1.5M Federal funding
  - 2023
    - City gets notification of \$1.5M award (5 years)
    - EconDev presents preliminary program design to EdTech
  - 2024
    - EconDev presents to City Council
    - Dine Out Pasadena pilot launch



# Dine Out Pasadena

## Dine Out Pasadena:

- Invests in Pasadena's restaurants.
- Improves the local business environment.
- Enhances quality of life in the City's commercial areas.
- Creates vibrant outdoor dining experiences.
- Cultivates connectivity, celebration, and economic vitality.

Pilot round anticipated launch in late spring 2024.





# Eligibility

## Eligible restaurants must:

1. Have an active Pasadena business license and be located within Pasadena City boundaries.
2. Operate in a location approved for on-street dining, parklets, parking lot and/or private property dining.
3. Be independently owned, street level, storefront businesses (not part of a national chain or franchise).
4. Be legally allowed to serve food in a sit-down format (not drive-through establishments).
5. Be legally operating under all local, state, and federal laws and current on all taxes/fees/license owed to the City of Pasadena; do not have any pending lawsuits; do not have any open code violations.
6. Secure written approval from the respective property owner(s).
7. Meet all City insurance requirements.
8. Churches, schools, colleges, universities, government buildings and nonprofit offices are not eligible.



# Eligible & Ineligible Expenses

## Eligible restaurants can apply for up to \$45,000 for:

- New outdoor dining structures. Including costs for design, manufacturing, and installation.
- Upgrades and retrofits to existing outdoor dining structures. Including costs for design, manufacturing, installation.

## Ineligible expenses:

- Reimbursement for previously installed on street dining, demolition, maintenance, or permit fees.
- Furniture, fixtures, or equipment, e.g., freestanding tables, chairs, heaters.
- Structures or improvements that do not comply with design and materials standards building code requirements.



\*Eligible and ineligible expenses are subject to modification upon completion of the pilot round.

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# Eligible Expenses continued

Following the pilot round, eligible businesses may apply on a rolling basis, utilizing remaining grant funds to provide additional outdoor dining structures as well as small-scale façade improvements (up to \$20,000).

Program guidelines will include comprehensive details on application and evaluation process, City regulation and departmental requirements.



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# Program Outreach

## **Staff will provide the following outreach activities:**

- One launch event (in-person)
- Two program information sessions (virtual)
- Up to four open office hours for application support (virtual)
- Economic Development Newsletter (over 6,600 subscribers)
- Updated website
- Councilmember newsletters
- Promotion via City social media channels
- Cross-promotion with community partners
- Ongoing one-on-one support





# Dining & Traffic Safety

## Safety barriers:

- Collaboration with DOT to maintain safety and improve aesthetics
- Site specific solutions based on street conditions
- Reduced bulk on end treatments, e.g. crash pads
- Wrap/paint/cover concrete barriers





# Pasadena Community Foundation (PCF) Partnership

## Key past partnerships include:

- Co-administration over \$1.6M in COVID relief grants to small businesses and nonprofits.
- Creation of the \$1.8 million Pasadena Assistance Fund that supports annual grants to CDBG applicants. The endowment is now valued at over \$3 million and PCF has awarded over \$500,000 to City-selected grantees.
- Pasadena Public Library Central Branch charitable fund and a sub-fund for donations to support the library retrofit.
- Capital grants to support renovations/improvements at City-owned facilities:
  - Armory Center for the Arts
  - Pasadena Senior Center
  - Rose Bowl Aquatics Center
  - Washington Park
  - Libraries – Hill branch, Catalina branch
  - Pasadena Public Health Department



## **Economic Development staff will maintain responsibility for:**

- Carrying out the program
- Leading outreach activities
- Business and community partner engagement
- Application evaluation and selection
- Program direction and achievement of program goals

## **This co-administrator partnership will leverage PCF's expertise in:**

- Grants management
- Financial management
- Reporting
- Community engagement

Collaboration will streamline application process, provide financial efficiency, and support robust participation.



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COMMUNITY  
FOUNDATION



# PVA Al Fresco Pavilions

**Playhouse Village Association has invested significant time, effort, and funding to support outdoor dining:**

- Funded and created Village Al Fresco Pavilions program.
- 8 custom designed dining platforms.
- Invested over \$350,000 in outdoor dining to date.
- Ongoing advocacy for outdoor dining.

To assist with the cost of parade removal and program support, it is proposed to enter into an agreement with PVA not-to-exceed \$150,000.





# Next Steps

- Execute agreements
- Finalize program guidelines
- Finalize departmental requirements
- Plan for outreach activities
- Develop website and application
- Develop marketing materials
- Engage community partners
- Confirm design and materials standards
- Prep for launch





# Questions & Comments





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# Evaluation Criteria

## **Impact – 35 Points:**

- The project will positively impact the business, such as with potential revenue increase, customer attraction, and/or business growth. This can include the estimated economic impact on the business itself.
- The project contributes to the community, fostering a vibrant local dining scene. It is likely to benefit the neighborhood, customers, and nearby businesses.
- Outdoor dining will be utilized frequently, for all or nearly all hours of operation. Dining areas full of customers have a bigger impact on the look and feel of a commercial area than those sitting empty.
- The business is in a restaurant-dense area, with high visitor traffic and accessibility for a variety of diners.
- Upgrades to existing outdoor dining setups that will significantly improve the visual impact of the streetscape.





# Evaluation Criteria continued

## Capacity – 30 Points:

- The applicant has a strong business track record and has been in operation for at least two years.
- The applicant can complete a project within 2-4 months and has the wherewithal to remain open for at least two years after project completion. If needed, the business agrees to cover project costs that go beyond the approved award amount.
- The applicant is committed to providing a dedicated contact with decision-making authority to manage the project in coordination with city staff and vendors. The contact is available for phone calls, meetings, and ongoing communications needed to successfully execute the project.
- The applicant is willing and able to collaborate with community partners, city officials, or other stakeholders involved in the program. They are open to assistance and engagement with program ambassadors and/or partners and to be featured in program photos, video, and other programmatic collaborations.
- The applicant has clear long-term maintenance plans.
- For applicants with existing outdoor dining setups, they have a track record of maintaining a clean and attractive dining setup, performing ongoing repairs, and staying compliant with City requirements.



# Evaluation Criteria continued

## **Vision – 25 Points:**

- The proposed project includes a design that compliments the business and neighboring businesses, is simple, clean, and attractive, and is harmonious with the surrounding streetscape.
- The applicant is clear about how the project enhances the overall look, feel and attractiveness of the dining space and contributes to the growth of their business.
- The project is inclusive in how it accommodates diverse customer needs and ensures accessibility for all community members.
- The proposed project is sustainable, uses strong and durable materials and abides by program design standards.

## **Need – 10 Points:**

- The applicant has an existing outdoor dining structure that is in poor to moderate condition.
- The applicant wishes to expand their number of seats and provide an outdoor dining setup but has been unable to due to cost or other barriers.



# PCF's Role & Responsibilities

## PCF's Role and Responsibilities:

1. Application Process: PCF will provide and implement grant management software, ensuring a user-friendly and efficient application process for eligible businesses and community partners.
2. Financial Management: PCF will facilitate transparent and accountable financial processes, including paying and track grant disbursements, administering purchases needed for the program, processing payments for community partners, generating financial reports for evaluation.
3. Training: PCF will conduct workshops for applicants, guiding them through the application process, clarifying eligibility criteria, and providing resources for successful submissions. PCF will also train evaluation committee participants on how to access, review, and score grant applications.



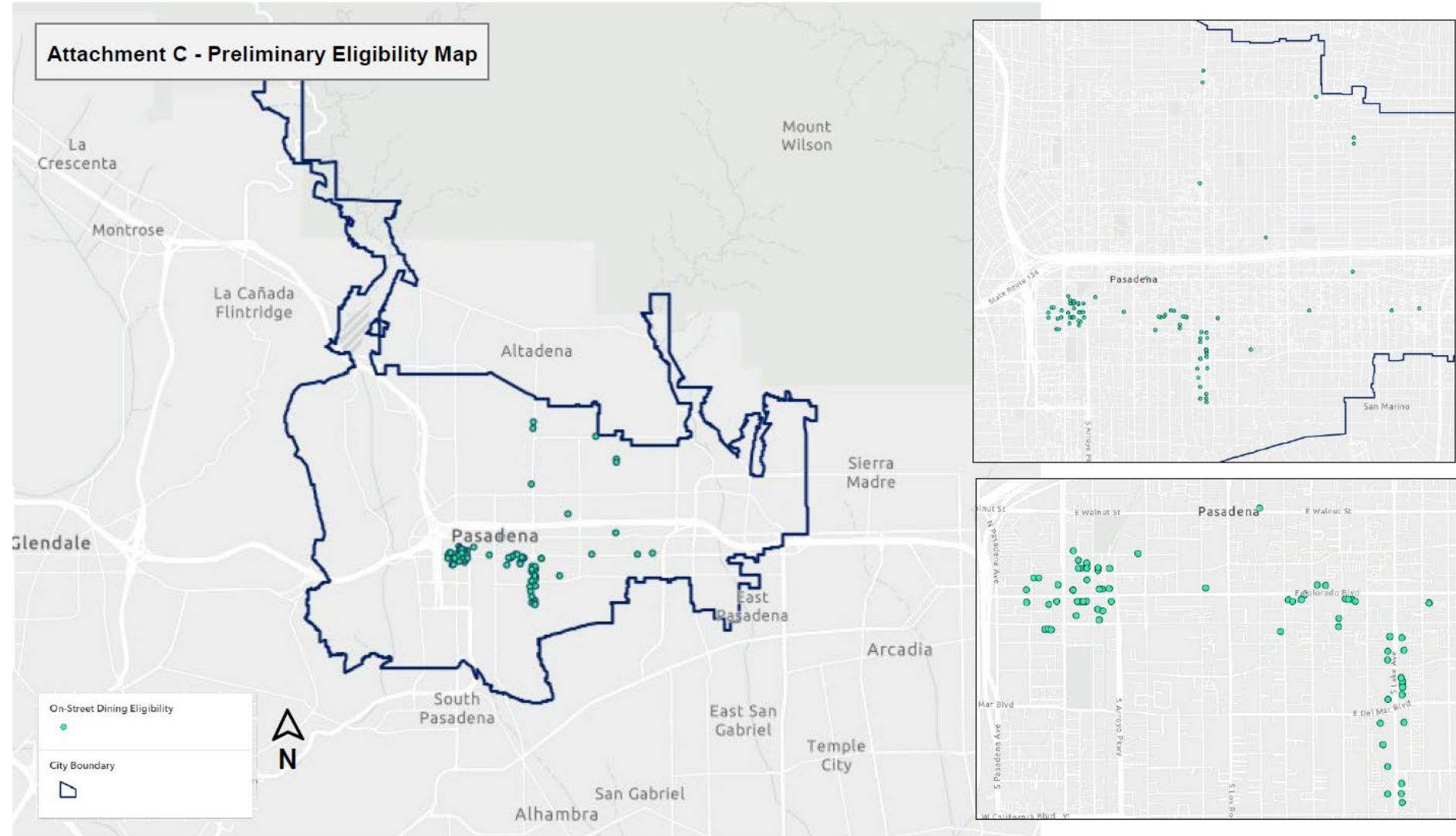
## **PCF's Role and Responsibilities:**

4. Evaluation Committee Convening: In partnership with the City, PCF can facilitate and support meetings for evaluation, and help ensure a diverse and knowledgeable group that can assess applications objectively.
  
5. Evaluation and Reporting: PCF will provide updates on the application process, financial transactions, and engagement efforts to ensure transparency and accountability. In collaboration with the City, PCF will report on outcomes of the application process and partner engagement strategies for the pilot round.



# Preliminary Eligibility Map

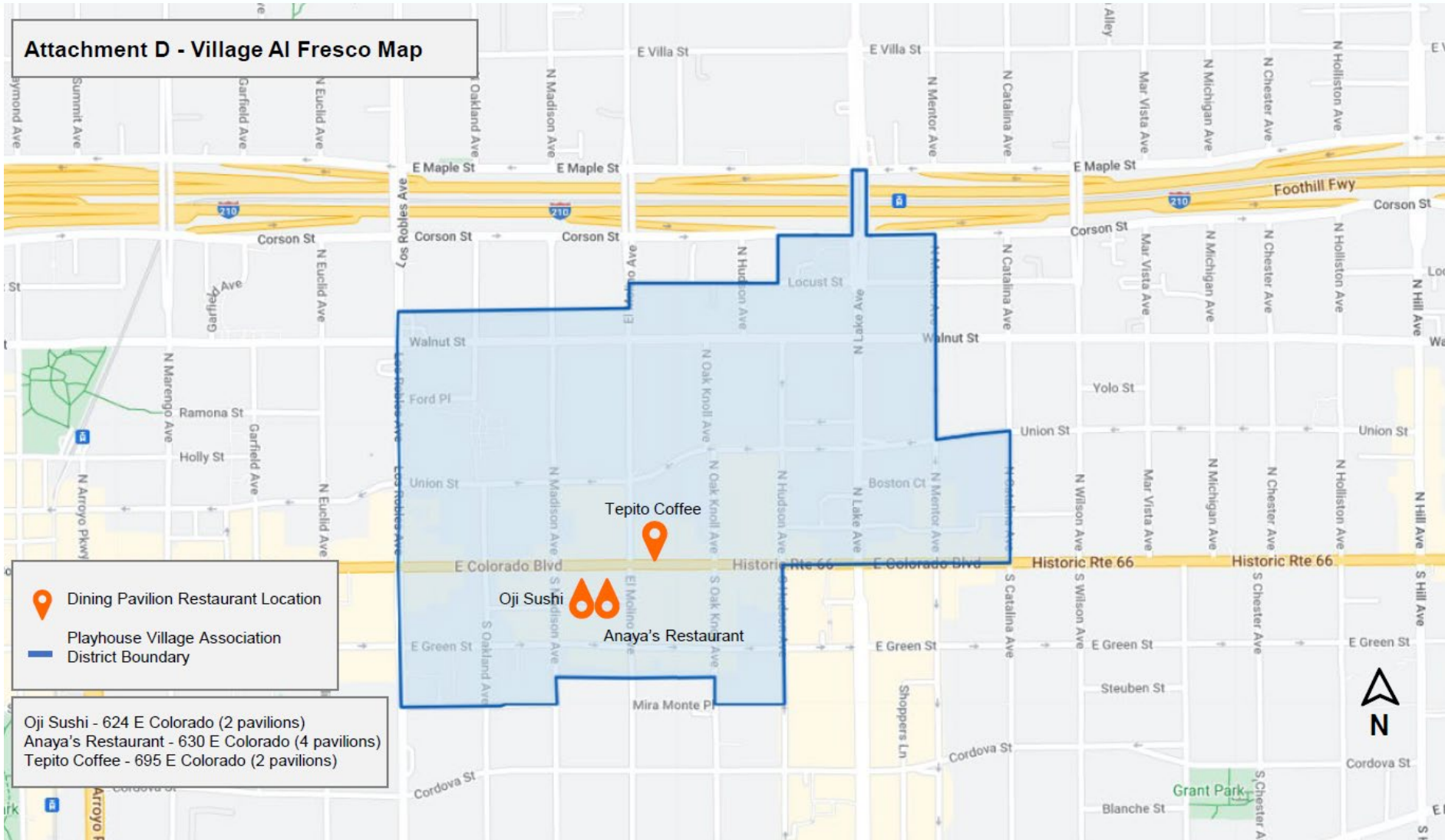
Attachment C - Preliminary Eligibility Map






# Village Al Fresco Map

## Attachment D - Village Al Fresco Map



 Dining Pavilion Restaurant Location

 Playhouse Village Association District Boundary

Oji Sushi - 624 E Colorado (2 pavilions)  
Anaya's Restaurant - 630 E Colorado (4 pavilions)  
Tepito Coffee - 695 E Colorado (2 pavilions)



# Sample New Structure Options



\*For illustrative purposes only. Not confirmed designs.



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# Program Timeline

<b>Initiation</b> 30 days after direction by city council	<b>Planning</b> Fall 2023-Spring 2024	<b>Execution</b> Phase 1 Pilot, 1 Year  Rolling Applications Spring 2024-Summer 2028	<b>Monitoring &amp; Controlling</b> Phase 1 Pilot, 1 Year  Rolling Applications Spring 2024-Summer 2028	<b>Closeout</b> 3 months Summer/Fall 2028
SBA contracting, establish interdepartmental working group, council acceptance of funds, preliminary partner and stakeholder engagement.	Program design refinement, interdepartmental working group process and role clarification, restaurant owner feedback, request for qualifications for contractors, website and application development, marketing materials development, community partner engagement, impact measurement development. Open community partner and business/resident leader grant and stipend applications, make awards ahead of program launch. Release request for proposals for designers and select ahead of program launch. Host design charrette to create a menu of design options.	Program launch and kickoff event for Phase 1 Pilot (rolling applications for subsequent projects), application evaluations, project selections, grant administration, individual projects management, structure installations/façade improvements.	Community partner check ins and reporting, ongoing marketing, impact measuring and surveys, photos and storytelling, business profiles, program refinements.	SBA documentation, program impact report.

