

Recruitment/Relocation Program

The Town of Paradise and the Paradise Redevelopment Agency are charged with the responsibility of attaining the goals and implementing the programs as stated in the Town's Redevelopment Plan. Several key goals are:

- To strengthen and expand the project area's commercial base.
- To improve the architectural and aesthetic appearance of the project area.
- To provide opportunities for owners and tenants to participate in the revitalization of their properties.

In order to meet these goals, the Town and the Paradise Redevelopment Agency have developed several business programs. These programs are founded in the belief that a public/private partnership is the best approach to revitalizing our Downtown and Greater Redevelopment Project Area.

The Recruitment/Relocation Program is specifically intended to attract targeted retail and service-based businesses to our downtown and Greater Redevelopment Project Area.

The business assistance is provided by a partnership between the Paradise Redevelopment Agency and the Tri-County Economic Development Corporation (TCEDC), a non-profit economic development corporation. The partnership provides technical assistance, loans, and grants to businesses that are committed to the goals and objectives of the Redevelopment Agency.

Application Process

1. Contact the Business & Housing Services Division at the Town of Paradise for the pre-application.
2. Return the completed pre-application to the Business & Housing Services Division.
3. The Town will review the pre-application for eligibility.
4. If the project requires additional funding, the pre-application will be forwarded to Tri-County Economic Development Corporation for further processing.
5. The RDA Advisory Committee/RDA Subcommittee at the Town of Paradise reviews and approves the final grant/loan application. *It is strongly recommended that the applicant attend the RDA Citizens Advisory Committee meeting.*
6. On final approval of the grant/loan application, the business owner signs all grant agreements with the Paradise Redevelopment Agency. The entire project will be completed within an agreed upon timeframe between the Town and the applicant.

Eligible Activities

Eligible activities that can be funded through this program include:

- ADA compliance & pedestrian access improvements.
- Relocation (moving) expenses, excluding: working capital, additional inventory, furniture, fixtures, and equipment.
- Septic system upgrades and/or improvements.
- Connection costs to a clustered septic wastewater treatment system.

*Please Note: Some of these funded activities may be subject to prevailing wage requirements.

Program Funding

- The RDA will provide a maximum \$10,000 grant to eligible businesses. The exact amount is based on a minimum of a 2:1 ratio of private to public monies.
- The private monies can be a loan from Tri-County Economic Development Corporation and/or a contribution from the business owner.
- RDA assistance is based on review and approval of a feasible expansion program outlined in the business plan.

How You Qualify

The following criteria must be met to be eligible for participation in the Business Recruitment/Relocation Program:

- The applicant must complete a Business Checklist.
- The applicant must be the owner of an existing business that is located outside of the Redevelopment Project Area and intends to move the business into the Redevelopment Project Area.
- If relocating to the Downtown or the Greater Redevelopment Project Area (beyond the Downtown), the business must complement the existing retail mix.
- If the business interested in relocating to the Downtown, or Greater Redevelopment Project Area, involves an existing business located elsewhere in the Town of Paradise, the relocation must represent a significant expansion of the existing business in terms of product diversification, available services and/or employees. Special consideration will be given to those circumstances in which the relocation is from a non-conforming land use.
- The applicant must have an existing business plan or be willing to develop one. Technical assistance provided at no cost.



FOR APPLICATIONS CONTACT:

Town of Paradise
Development Services
5555 Skyway, Paradise, CA 95969

Phone: 530.872.6235

Fax: 530.877.5059

www.townofparadise.com