



CORE AREA REVITALIZATION EFFORT PROGRAM STAFF SUMMARY

Subject

Consideration of the ChillWell Application for the Core Area Revitalization Effort Grant Program

Overview

Staff Member, Department:

Jonathan Taylor, Urban Renewal

Meeting Date:

March 19, 2026

Action(s) Required:

Information/Direction Motion

Recommended Motion

I move to award a matching grant to M&J Tavern in an amount not to exceed \$15,490 under the Core Area Revitalization Effort Program.

CAAB Decision & Discussion Points

- The applicant, ChillWell, is located at 1484 NW Wall Street, Suite 130
- The building was constructed in 2023 with primary access from NW Olney Avenue. Recent construction and delays with the Olney Avenue construction project severely impact new business operations.
- The proposed project is designed to activate an underutilized frontage into a welcoming space with new signage and outdoor firepit and patio.
- Total project cost is estimated at \$36,090. The policy does not allow general government expenses or non-façade improvements. The eligible project cost is reduced to \$32,480.



Determination of Award Objectives

All applicants will be reviewed using these criteria. In reviewing and evaluating applications, CAAB will seek to address the following:

Part 1 – Consistency with the Core Area Tax Increment Finance Plan

Projects assisted under this Program must be consistent with the Core Area Tax Increment Finance Plan and the Policy.

Principal A:

- Does this project have the capacity to assist in creating a place where you can live, work, and play.
- Will this project help transform the Core Area into a vibrant mixed-use city center where businesses thrive, people live, and community gathering spaces are created for people to enjoy and recreate.

Principal F:

- Will this public investment incentivize and catalyze private development?

Principal H:

- Does this project help with creating sustainable and low impact development?

Part 2: General Evaluation Factors

These evaluation factors have been developed to be consistent with the priorities of the Core Area Tax Increment Finance Plan

- Does this project successfully maximize utilization of outside (non-Program) financial assistance and services?
- Does this project demonstrate a capital investment for the Core Area?
- Does this project clearly define the scope, location, need, budget and goals?
- Is this project ready to be implemented in a timely manner?
- Will this project likely improve, expand, or attract new customer or pedestrian traffic within the boundary of the Core Area?
- Will this project generate additional opportunities for redevelopment in the immediate and/or adjacent areas?
- Has the property been unimproved in the last five (5) years?

Attachments

- ChillWell Grant Application



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