

City of Newberg ARPA Funds

Project Application: El Tala Mini Market

Project

El Tala Mini Market – Storefront Renovations and Security

Justification

El Tala Mini Market is a minority/Latinx-owned business on the corner of S River and 99W adjacent to the flagpole entering downtown Newberg. The storefront's location makes it a focal point for first impressions of Downtown Newberg to travelers going west on 99W. Ricardo Ramirez Luna has been the owner of this business for the past 7 years, during which he has made numerous investments in improving the appearance of the storefront, including replacing the roof and painting the exterior. He has also recently partnered with the City of Newberg, Newberg Noon Rotary, and local community members for the installation of an art mural on the western wall of his store building.

Unfortunately, Ricardo's efforts are not reflected by the current state of the storefront. El Tala has been a frequent target of break-ins and property damage. In the past year the glass entrance doors have been destroyed twice; the most recent break-in also resulted in a substantial loss of merchandise. There are currently two large sheets of plywood in place of the shattered door glass. Obviously, this is not a long-term solution; however, reduced sales during the COVID-19 pandemic have forced owner Ricardo to prioritize keeping his shelves stocked and storefront operational. The financial burden of the break-ins compounds an existing need to replace the unreliable and energy inefficient AC unit in the building. The unit broke down in summer of 2021 and resulted in a huge loss of perishable merchandise for El Tala. Ricardo was able to temporarily fix the outdated system; however, with spring and summer months approaching, the need for replacement is unavoidable.

Why it needs to be done:

The reduced profit El Tala is seeing during COVID-19 is exacerbated by the property damage it displays. The plywood and old windows make it visually unattractive to those in need of a convenience store purchase. It also creates an unfair reputation of danger and appears as a hub for criminal activity, further reducing the businesses' profits. In addition, the longer it goes unfixed, the more vulnerable it is to future break-ins. The unfortunate circumstances of El Tala are not reflective of the owner Ricardo, Downtown

Newberg, nor the beautiful community mural displayed on the back wall of the building, seen when traveling east on 99W.

What is included:

El Tala Mini Mart, requests **\$63,224.15** to replace the store front windows, entrance door, and outdated AC unit. It also includes replacing broken light fixtures and installation of a much-needed security system.

Breakdown:

- Commercial Door Repair: \$12,040
- Two Pane Insulated Storefront Windows w/Installation: \$21,183.15
- ADT Commercial Security System w/Installation: \$3,746
- New Commercial AC Unit w/Installation & 10 yr. parts warranty: \$20,665
- Led Light Fixtures: \$5,590

If the project is not funded, it will take Ricardo at least two years to finance this project independently. Once the funds are received, the project would be completed in an estimated 2-4 months.

Project Sustainability

Funding this project would discourage and protect against future vandalism, theft, and lost revenue from food spoilage, as well as increase retail activity by making the space safer and more attractive for local and pass-through customers.

Funding these improvements is a one-time investment with lasting benefits for the local and minority-owned business communities. Additionally, maintenance costs will be offset by reduced overhead costs, greater energy efficiency, stronger property security, and increased profitability.

ARPA Expenditure Categories (EC)

Code 2.9 - Small Business Economic Assistance

Code 2.13 - Other Economic Support (Business Security)

