CITY OF RIALTO

FY 2026-2027

CDBG NON-PUBLIC SERVICES APPLICATION

Rialto Chamber of Commerce

Route 66 Centennial Small Business Hop & Workforce Development Initiative

Legal Name of Organization/Agency	Rialto Chamber of Commerce
Program/Activity Title	Route 66 Centennial Small Business Hop & Workforce Development Initiative
Physical Address	120 N Riverside Ave
City, State, ZIP	Rialto, CA 92376

Type of Organization	☑ Non-Profit ☐ Government ☐ For-Profit
Tax ID	95-2016777
DUNS Number	

Name of Applicant Contact	Raymond Ochoa
Title	President
Mailing Address	120 N Riverside Avenue
City, State, ZIP	Rialto, CA 92376
Email	hello@rialtochamber.org
Phone	(909) 875-5364
Fax	

Amount of CDBG Funds Requested ($)	$50,000
Proposed project will serve:	☐ Units ☐ Inspections ☐ Square Feet X Census Tracts ☐ Public Facilities
Is there a recognized boundary for the area served, such as census tracts, block groups, neighborhoods, street boundaries, etc.?	☐ No. ☐ Yes. If yes, please describe boundaries below: Route 66/Foothill Blvd Corridor in the City of Rialto
Will a fee be charged to use the facility/improvement?	☐ Yes. If yes, attach a copy of the fee schedule. X No

II. CDBG ELIGIBILITY

CDBG Eligible Activity Categories Please choose the CDBG Eligible Activity Category for your proposed project.	☑ **Public Service.** Improves community public services and facilities, including but not limited to those concerned with employment, fair housing and homeownership, homelessness, crime prevention, childcare, health, drug abuse, education or recreational needs. ☐ **Public Facilities/Improvements** ☐ **Housing/Special Activities by Subrecipients** ✓ **Economic Development** ☐ **Acquisition and/or rehabilitation of real property** ☐ **Other.** Click to specify
CDBG National Objective Compliance Your proposed project/activity must meet at least one of HUD's CDBG National Objectives. Please check all that apply to your proposal.	☐ Benefits Low and Moderate Income (LMI) Individuals/Households. ☐ Addresses the prevention or elimination of slums or blight. ☐ Community development needs having a particular urgency.
Meetings National Objectives Check all statements that describe how your proposed project/activity meets one of the National Objectives above:	☑ **Low/Moderate Area Benefit** – The project serves only a limited area which is proven by current Census data or survey to be a low-income area. By choosing this category you must be able to prove your project/activity primarily benefits low/moderate income households. ☐ **Low/Moderate Limited Clientele** – The project/activity benefits a specific group of people (rather than all areas in a particular area), at least 51% of whom are low/moderate income persons. Income verification for clients must be provided for this category. The following groups are presumed to be low/moderate: abused children, elderly persons (62 or older), battered spouses, homeless persons, adults meeting the Census definition of severely disabled, illiterate adults, persons living with AIDS and migrant farm workers. ☑ **Slum or Blight on an Area Basis** – Area basis activities must be within an officially designated area as defined under State or local law, and addresses one or more of the conditions that contributed to the deterioration of the area. ☐ **Urgent Needs** – Meeting other community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community and other financial resources are not available to meet such needs. (These types of projects are very rare).

III. PROJECT NARRATIVE

PROJECT/PROGRAM DESCRIPTION

Provide a brief description of the service, activity, or project that you plan to carry out with the requested funds.

The Rialto Chamber of Commerce proposes to implement the Route 66 Business & Workforce Economic Development Initiative, a structured corridor revitalization strategy designed to strengthen small businesses operating along the Historic Foothill Boulevard corridor while simultaneously preparing local residents for employment opportunities within that commercial ecosystem.

The project includes two coordinated seasonal corridor activation experiences, a formal small business needs assessment process, and a workforce development program aligned with documented employer needs.

The Summer and Fall Route 66 Business Hop Experience will temporarily enhance pedestrian engagement within designated corridor segments. These activities are structured as economic development tools rather than entertainment events. Their purpose is to increase measurable foot traffic, stimulate merchant revenue, promote cross-patronage among businesses, and generate structured business engagement data.

Throughout implementation, the Rialto Chamber of Commerce will administer standardized surveys and guided interviews to participating businesses to document workforce shortages, marketing constraints, access-to-capital barriers, compliance challenges, and operational needs. The results will be compiled into a formal Route 66 Corridor Economic Profile Report and submitted to the City of Rialto to inform future economic development planning.

The workforce development component will be delivered through the WIN Organization LIFT Program (Leaders Inspiring Futures & Trades). The program provides structured instruction in customer service certification, workplace professionalism, financial literacy education, trade exposure, and employer engagement. Upon completion, participants will be connected directly to corridor businesses for internship or employment opportunities, creating a localized workforce pipeline.

Additionally, in partnership with Chase Bank's Foothill branch, financial literacy workshops will be provided to both small business owners and workforce participants. These sessions will cover credit readiness, small business banking relationships, capital preparation, budgeting practices, and responsible financial management.

COMMUNITY NEED

The Route 66 / Foothill Boulevard corridor represents a historically significant but economically vulnerable commercial district within Rialto. While the corridor retains cultural value, it has lacked consistent structured investment in coordinated economic programming.

Small business owners report difficulty hiring job-ready employees who demonstrate professional communication, financial awareness, and workplace readiness. Many merchants operate independently without access to formal technical assistance or coordinated marketing exposure.

At the same time, youth and emerging adults residing within nearby LMI census tracts face barriers to stable employment due to limited mentorship opportunities and lack of employer-aligned training programs. This disconnect contributes to both underemployment among residents and staffing instability among corridor businesses.

The Route 66 Centennial in 2026 presents a timely opportunity to correct these patterns by implementing a coordinated corridor revitalization strategy that addresses root causes of commercial underperformance while strengthening economic mobility for residents.

BENEFIT

The proposed initiative produces layered benefits consistent with CDBG requirements.

Area-wide corridor activation supports business retention and job stability within LMI-qualified census tracts. By increasing commercial visibility and measurable sales activity, the initiative strengthens the economic viability of small businesses serving LMI households.

The workforce development component provides income-verified LMI participants with structured job readiness training that enhances employability and earning potential. Participants will complete HUD-compliant income documentation prior to enrollment to ensure compliance under the Limited Clientele framework where applicable.

Together, these efforts support job retention, job creation, and long-term income mobility within a defined LMI service area.

The Route 66 Business & Workforce Initiative is carefully aligned with the City of Rialto's Community Development Block Grant priorities and reflects a thoughtful, strategic approach to economic development within a clearly defined Low-to-Moderate Income (LMI) service area. By focusing on the Route 66 / Foothill Boulevard corridor, an area identified through census tract data as meeting LMI thresholds, the initiative ensures that federal investment is directed toward neighborhoods and commercial districts where it can generate the most meaningful and equitable impact.

This proposal directly responds to documented economic conditions contributing to corridor stagnation. The Foothill Boulevard area has experienced underutilized storefronts, inconsistent pedestrian traffic, limited coordinated marketing investment, and a lack of structured technical assistance for small business owners. Rather than addressing these issues in isolation, the initiative introduces a coordinated revitalization strategy designed to stimulate foot traffic, increase merchant visibility, gather actionable economic data, and improve long-term commercial stability.

At the same time, the initiative recognizes that economic revitalization cannot occur without a prepared workforce. Through the WIN Organization's LIFT Program, the project establishes structured workforce pathways that are directly aligned with employer demand within the corridor. By equipping income-qualified residents with practical job readiness skills, professional development training, and financial literacy education, the program strengthens both individual earning potential and the operational stability of small businesses seeking reliable, prepared employees.

The project also demonstrates financial responsibility and sustainability by leveraging multiple funding sources beyond the requested CDBG allocation. With committed and pending support from organizational funds, private sponsorships, and financial institution partnerships, the initiative reflects a shared investment model that extends impact beyond federal funding. This leveraged approach underscores both organizational commitment and community confidence in the project's success.

Finally, the Rialto Chamber of Commerce, in partnership with the WIN Organization, has demonstrated the organizational capacity, governance structure, and compliance readiness necessary to responsibly administer federal funds. With established financial oversight, defined leadership roles, and a clear implementation timeline, the initiative is structured for accountability, measurable outcomes, and adherence to HUD CDBG regulations.

In its entirety, the Route 66 Business & Workforce Initiative represents a disciplined, collaborative, and forward-looking investment in one of Rialto's most historically significant commercial corridors. It honors the legacy of Route 66 while building a stronger economic future—one that supports small businesses, empowers local residents, and advances the City's long-term community development goals.

COLLABORATION

The Rialto Chamber of Commerce will serve as lead agency and fiscal administrator. The Chamber will manage merchant engagement, activation logistics, financial oversight, compliance documentation, and reporting.

WIN Organization will administer the LIFT workforce training curriculum, conduct income verification for eligible participants, coordinate employer engagement, and track workforce outcomes.

Chase Bank's Foothill branch will deliver financial literacy workshops for both merchants and workforce participants.

This collaboration ensures economic development, workforce preparation, and financial education are implemented cohesively rather than in isolation.

SIMILAR RESOURCES

While workforce programs and youth services exist regionally, few initiatives integrate corridor activation, microenterprise stabilization, employer-aligned workforce training, structured economic data collection, and financial literacy within a single defined commercial district.

This initiative uniquely combines area-based revitalization and income-qualified workforce preparation into a single coordinated economic strategy.

OUTREACH

The Rialto Chamber of Commerce and WIN Organization will conduct direct, in-person outreach to Foothill Boulevard merchants, host informational sessions, and provide printed materials describing participation opportunities.

Workforce recruitment will occur through partnerships with schools, community organizations, and local outreach efforts targeting residents within LMI census tracts. Priority enrollment will be extended to income-eligible participants. All income verification documentation will be maintained in compliance with HUD CDBG requirements.

PERFORMANCE SCHEDULE

Prepare a Work Plan for implementation/completion of the services and activities. Identify activities and completion dates below.

Activity	Completion Date
Planning & Partnership Coordination	**Months 1-2**
Spring/Summer Route 66 Business Hop	**Month 3**
Data Analysis & Workforce Cohort Launch	**Months 4-6**
Financial Literacy Series with Chase Bank	**Month 7**
Fall Route 66 Oktoberfest Experience	**Month 9**
Workforce Placement & Evaluation	**Months 10-11**
Final reporting & CDBG Closeout	**Month 12**

OTHER SOURCES OF FUNDS

List all other funding sources that will be used to undertake the proposed project/program and status of each source.

Source Name	Committed or Pending	Fund Amount ($)	Current Status
Women's Inspirational Network (Organizational Fund)	**Committed**	**$15,000**	**Board Approved Program Allocation**
CHASE BANK	**Committed**	**$5,000**	**Distribution Pending**
Corporate Sponsorships	**Pending**	**$10,000**	

IV. PROPOSED PROJECT BUDGET

The use of CDBG funds should be in direct relation to the scope of work. The funds requested through CDBG should be utilized to provide a direct benefit or service to low or moderate-income residents of the City of Rialto. Adequate documentation must be provided by the organization to support the costs associated with the services provided. For Personnel Costs, salaries, and fringe benefits charged to the CDBG program activity, a reimbursement request should include a copy of the timesheet, activity log, and proof of payment, such as a copy of the employee paycheck, canceled check, or payroll journal. The timesheet must reflect the hours charged to the CDBG activity for each employee. Percentage allocation is allowed but must be approved by the City, in advance. It should be noted that vacation and sick time are not reimbursable for staff who do not work full-time on the CDBG program activity.

Operating costs such as office supplies, equipment, printing, rent/lease, utilities, insurance, and telephone are allowed, provided they are related to the CDBG program activity. For rent/lease reimbursement, a copy of the rental/lease agreement should be submitted with the first invoice, and any updated agreements should be submitted thereafter. All reimbursement requests must include a copy of the invoice/statement/bills, including summary pages with detailed expenses outlined and proof of payment, such as a copy of the canceled check, bank, or credit card statement.

The City has the right to request additional documentation needed to determine reimbursement eligibility to comply with CDBG. Any changes to the budget must be approved by the City through a budget amendment.

Please use the following format to present your proposed line-item budget:
Column A: List all items for which you anticipate the need for CDBG funds during FY 2026-2027. Column B: Provide the projected request for CDBG funds.
Column D: Provide the total of other funds to be used.
Column C: List other funding sources. Projects relying solely on CDBG funds are INELIGIBLE.
Column E: List the total budget for each line item. Please round your request to the nearest ten.

Column A	Column B	Column C	Column D	Column E
BUDGET ITEM PERSONNEL *	CDBG REQUEST ($)	OTHER SOURCES ($)	NAMES OF OTHER SOURCES	TOTAL BUDGET (84,500)
Program Executive Director (Contract)	$20,000	Rialto Chamber Allocation	$5,000	$25,000
Project Manager	$15,000	Rialto Chamber Allocation	$3,000	$18,000
Total Personnel:	**$35,000**		**$8,000**	**$43,000**
Non-Personnel -Soft Costs				
Event Activation Costs (Permits, Signage, Insurance, Traffic Control, Safety)	$6,500	Corporate Sponsorships & Business Contributions	$15,000	$21,500
Survey & Data Reporting	$2,500	Rialto Chamber Allocation	$2,000	$4,500
Marketing & Outreach	$3,000	Chamber & Business Contributions	$2,500	$5,500
Administrative & CBDG Compliance	$1,000	Rialto Chamber Allocation	$2,000	$3,000
Workforce Training & Materials	$2,000	Chase Bank & Sponsorships	$5,000	$7,000
Total Non-Personnel:	***$15,000***		***$26,500***	***$41,500***
TOTAL PROJECT BUDGET:	**$50,000**		**$34,500**	**$84,500**

*Personnel – If utilizing percentage of allocation, complete the following table.

***CDBG-FUNDED PERSONNEL- PERCENTAGE OF ALLOCATION**

☐ **Check this box if not using percentage of allocation.**

Any changes to the percentage of allocation must be approved by the city through a budget amendment.

Name & Job Titles	Salary/ Hourly	Time Position is Dedicated to CDBG Activity (%)	CDBG Budget Amount
Che` Wright- Project Executive Director	Salaried	40 %	$20,000
Selam Petros- Operational Manager	Salaried	35%	$12,000

KEY PERSONNEL DUTIES

Provide a list of the duties of key personnel listed above.

Job Title	Duties
Executive Director - Che` Wright	The Executive Director provides overall strategic leadership and oversight of the LIFT Workforce Development Program. This role ensures full compliance with HUD CDBG regulations and all City of Rialto requirements while maintaining fiscal integrity and accountability. Responsibilities include overseeing budget management, approving program policies and procedures, and supervising the Project Manager and other program staff. The Executive Director reviews reimbursement requests and supporting documentation prior to submission to the City and ensures that all reporting deadlines are met. Additionally, this position maintains partnership agreements, cultivates stakeholder relationships, and prepares and submits required performance and outcome reports.
Operational Manager - Selam Petros	The Project Manager is responsible for the daily implementation and operational management of the program. This includes conducting participant intake, verifying HUD income eligibility, and maintaining all required compliance documentation and participant files. The Project Manager coordinates workforce readiness and customer service training sessions, schedules entrepreneurship and financial literacy workshops, and tracks attendance, participation, and measurable program outcomes. This role also maintains staff timesheets and activity logs for CDBG reporting purposes and prepares all supporting documentation necessary for reimbursement submissions.

COST RATIONALE

If you consider it necessary, explain why your program/activity costs are reasonable.

The requested $50,000 supports personnel time dedicated specifically to CDBG-eligible economic development and workforce activities, corridor activation infrastructure necessary to produce measurable commercial benefit, workforce training materials, and required compliance documentation.

Personnel allocations reflect only the percentage of time directly attributable to eligible activities, ensuring cost reasonableness and adherence to HUD reimbursement standards outlined in the City's application instructions.

Additional committed and pending funding totaling $34,500 demonstrates financial leverage and organizational investment beyond CDBG support.

PROGRAM CHANGES

If you received CDBG funding last year, has there been an increase in service that you will provide during FY 2026-2027? Explain why there is a new demand or an unmet need in the community for this service.

N/A

IMPACT OF NO CDBG FUNDING

Describe the effect of partial or no CDBG funding on your project/activity.

Without CDBG funding, corridor activation efforts would lack sufficient infrastructure to produce measurable economic impact. Structured business assessments would be significantly reduced, and the number of LMI-qualified workforce participants served would decrease substantially.

CONFLICT OF INTEREST QUESTIONNAIRE

Federal, State, and City law prohibits employees and public officials of the City of Rialto from participating on behalf of the City in any transaction in which they have a financial interest.

The purpose of this questionnaire is to assess potential conflicts of interest involving the applicant, applicant's staff, or applicant's Board of Directors. Additionally, please complete and sign the conflict form, Attachment A. 1. Is there any member(s) of the applicant's staff or governing body who is or has been, within one year of the date of this questionnaire, (a) a City Employee or (b) a City Councilmember?

☑ No

If yes, please list the name(s) and information requested below:

Name of Person	Job Title	Relationship	City Department

2. Will the CDBG funds requested by the applicant be used to award a subcontract to any individual(s) or business affiliate(s) who is currently or has been, within one year of the date of this questionnaire, (a) a City Employee or Consultant or (b) a City Councilmember?

☑ No

If yes, please list the name(s) and information requested below:

Name of Person	Job Title	Relationship	City Department

3. Are there any member(s) of the applicant's staff or member(s) of the applicant's Board of Directors or other governing body who are business partners or family members of (a) a City Employee or (b) a City Councilmember?

☑ No

If yes, please list the name(s) and information requested below:

Name of Person	Relationship	Title	If Family, Indicate Relationship

V. SIGNATURES

Authorized Signature
To the best of my knowledge, the information provided on this application is true, and I am authorized to submit this application on behalf of the applicant agency.

Raymond Ochoa	President
Print Name	Title
	2.19.26
Signature	Date

Authorized Signature
I have read "Playing by the Rules: A Handbook for CDBG Subrecipients on Administrative Systems" with special attention to chapters two and five.

Raymond Ochoa	President
Print Name	Title
	2.19.26
Signature	Date

Attachment A

CITY OF RIALTO

DISCLOSURES REQUIRED BY PERSONS OR ENTITIES CONTRACTING WITH THE CITY OF RIALTO*

Pursuant to City of Rialto Municipal Code Section 2.48.510, all persons or business entities supplying any goods or services to the city, or seeking a loan or grant awarded by the city, whether through an application or proposal, shall disclose in such application or proposal whether any city officer, employee, or consultant may have a financial or non-financial interest in the person or business entity, or in any member, employee, owner, or officer of the business entity.

- A financial interest shall mean any interest that is prohibited under state law, including California Government Code Sections 1090 and 87100, and California Code of Regulation Section 18700 *et seq*.
- A non-financial interest shall mean any interest that is prohibited by City of Rialto Municipal Code Section 2.48.450.

For the purpose of helping the City understand whether City personnel might have a conflict of interest in you or your organization, please disclose below whether you or any of your members, employees, paid or unpaid officers, paid or unpaid directors, or owners are (or are related to) a City elected or appointed official, a City officer, or a City employee or consultant.

Name of Your Organization's Affected Member, Employee, Paid or Unpaid Officer, Paid or Unpaid Director, or Owner	**Name of City Elected or Appointed Official, City Officer, a City Employee or Consultant**	**Relationship Between the Two**
n/a	**n/a**	**n/a**

By submitting this [application/proposal], or supplying any goods or services to the City, the [applicant/vendor/contractor/consultant] hereby attests under penalty of perjury, personally and/or on behalf of the entity [submitting this application/proposal or supplying any goods or services to the City] that no City of Rialto elected or appointed official, employee or consultant has a financial or non-financial interest, as such terms are defined in California Government Code Sections 1090 and 87100 and in City of Rialto Code of Ordinances Section 2.48.145, in the [applicant/vendor/contractor/consultant], except as specifically disclosed herein.

Name of Person/Entity: Raymond Ochoa/ Rialto Chamber of Commerce

Title: President

Signature: Date: 2/19/2026

Form Date 11/11/2021

2.48.450 Employee conflict of interest.

(1) No covered person shall participate in the making of a grant or contract by the city in which the covered person has a conflicting interest.

(2) For purposes of this section, the following definitions shall apply:

(a) A "covered person" includes any person who holds an elected or appointed City office, a City officer, a City employee, and any person who is a consultant to the City.

(b) A "conflicting interest" includes, but is not limited to, those decisions where:

(i) A covered person holds or has held within the previous twelve months a position with a potential grant or contract recipient;

(ii) A close relative of a covered person holds or has held within the previous twelve months a position with a grant or contract recipient;

(iii)A close relative of the spouse or domestic partner of a covered person holds or has held within the previous twelve months a position with a grant or contract recipient.

(c) "Position" includes the status of a member, employee, owner, paid or unpaid officer of, paid or unpaid leadership position in, or had an ownership interest in, a grant or contract recipient.

(d) A "close relative" includes a spouse, parent, grandparent, child, grandchild, aunt, uncle, or cousin. (e) "Participate in the making of a grant or contract" includes participation in: drafting a solicitation or contract; negotiating, voting on, approving, or executing a grant or contract; discussion of same with any city officer or employee; or attempts in any way to influence the making of a grant or contract. (3) This prohibition shall not apply to a contract let by written competitive bid where the contract will be awarded to the person or entity who submits the lowest responsible and responsive bid. (4) Except for the Mayor or a member of the City Council, a covered person may request a waiver of any potential conflict of interest in writing from the City Manager. Any request for such a waiver must include full disclosure of the potential conflict of interest and a statement detailing any mitigating factors. The request and the City Manager's response shall be provided to the City Council prior to any vote to approve the contract or grant, or if City Council approval is not required, at least

five days before the contract or grant is approved. The request and the City Manager's response shall be considered a public record.

(5) The prohibitions in this section are in addition to any applicable federal or state conflict of interest laws, including but not limited to Government Code section 1090, and Government Code section 87100 *et seq*.

(6) Any person who violates this section is subject to the following:

(a) Public censure;

(b) If the conflict of interest was in the making of a contract, a prohibition from participation in the making of a contract by the city for a period of time up to twelve (12) months from the date of the imposition of the discipline;

(c) If the conflict of interest was in the making of a grant, a prohibition from participation in the making of a grant by the city for a period of time of up to twenty-four (24) months from the date of the imposition of the discipline;

(d) An administrative fine pursuant to Chapter 1.10 of this code.

(7) The discipline specified herein may be imposed:

(a) By the City Manager in the case of any employee or consultant who violates this section. (b) By the City Council in the case of any person who holds an elected or appointed City office, or any City officer who violates this section.