

## ECONOMIC DEVELOPMENT NEWSLETTER

**Wave hello to FRIC & FRAC!** Launching on Thursday, February 6<sup>th</sup>, FRIC & FRAC is a free transit service to help you get around Downtown Covina. Fric and Frac stands for Free Rides in Covina and Free Rides Around Covina. The service is meant to improve connections in the city's 'transit-oriented' downtown, helping to connect the Covina Regional Metrolink Train Station with all that the downtown has to offer. This service is free to both residents and visitors. The program uses three all-electric 6-passenger vehicles (one of the vehicles is ADA-accessible). The route is hop on hop off and conveniently services nine stops within the Covina Town Center Specific Plan. This program was launched as an economic development tool to help make Covina stand out in the San Gabriel Valley as a destination for visitors and businesses alike. The pilot program's operating hours are Thursdays & Sundays from 1:00 PM to 9:30 PM and Fridays & Saturdays from 2:00 PM to 11:00 PM, the downtown's busiest activity. To view our route map and learn more, visit our website at [www.covinaca.gov/fricandfrac](http://www.covinaca.gov/fricandfrac).



### Stay in the Know

#### Grants

Our Business Assistance Job Program may fund a local business up to \$25,000 in forgivable loans to hire an income-eligible employee. [BCapital-Assistance@covinaca.gov](mailto:BCapital-Assistance@covinaca.gov)

#### Downtown Walls Wanted!

Downtown building owners! If you are interested in being considered for a future free exterior mural installation, we want to hear from you! Email [AMantilla@covinaca.gov](mailto:AMantilla@covinaca.gov) to join our list and help bring vibrant art to our community!


Join our email list!



**Woof Woof! A new mural popped up in town, and its top of the charts!** Recently completed by the husband and wife duo, AQMNI, this mural features an array of dog breeds enjoying a warm summer street, amidst a grove of trees. Do any of these dogs look familiar? The art serves as an homage to several decades of musical icons such as Blondie, Gorillaz, and Selena Quintanilla. Can you spot any others? The location of this mural is located in one of downtown's many alleyways, specifically, on the east side of the downtown parking structure, right outside of Chismosa Café (132 E College Street). Speaking of Chismosa, the Covina Planning Commission recently approved a proposal from the fairly new covina business to expand their operations to include outdoor dining. When completed, this expansion will include airstream trailers with a rotating drink and food menu!



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