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Media Advisory

City of Soledad Awarded \$50,000 USDA Rural Development Grant for Soledad Container Village Project Feasibility Study

September 10, 2024

Soledad, CA— On September 5, 2024, the City of Soledad was awarded a \$50,000 grant from the United States Department of Agriculture (USDA) Rural Development Program, a key initiative of the U.S. Department of Agriculture to foster economic growth in rural communities.

This funding, combined with a 1:1 match from the City, will provide \$100,000 to conduct a feasibility study and develop an economic impact report for the Soledad Container Village Project. The study will assess the Container Village's economic potential and community benefits and help identify optimal business models, revenue opportunities, and cost-effective financing options. It will also offer technical assistance on the project's ownership and structure.

The USDA grant will be critical in helping the City of Soledad make informed decisions about the Container Village Project, including operational strategies and how best to execute this innovative revitalization effort.

Tencia Vargas, Economic Development & Housing Program Coordinator, emphasized the project's potential:

"The Soledad Container Village Project aims to bring energy and vibrancy to our Downtown Corridor, stimulate economic growth, and create new jobs to boost the city's economic vitality."

The City's Community and Economic Development team is working with the Monterey County Business Council to select a consultant for the study, ensuring a thorough and impactful assessment of the project.

This USDA grant is the latest in a series of successful funding efforts by the City of Soledad, which has also secured \$750,000 in Community Development Block Grant Funding, which recently contributed to the opening of the ACE Hardware store located at 900 Front Street, Soledad.

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Who: The City of Soledad

What: \$50,000 USDA Rural Development Grant for the Soledad Container Village Feasibility Study (with a total of \$100,000 funding through a 1:1 match)

When: Grant award notification received on September 5, 2024

Where: Soledad, California