

## ***JOINT PRESS RELEASE***

**FOR IMMEDIATE RELEASE**

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Contact(s):

City of Shasta Lake

Jessaca Lugo, City Manager

Phone: (530) 275-7400

Email: [jlugo@cityofshastalake.org](mailto:jlugo@cityofshastalake.org)

K2 Development Companies

Allen Knott

Phone:(530) 244-0596

E-mail: [aknott@k2dci.com](mailto:aknott@k2dci.com)

Redding Rancheria

Tracy Edwards, CEO

Phone: (530) 225-8979

Email: [tracye@redding-rancheria.com](mailto:tracye@redding-rancheria.com)

Community Revitalization & Development  
Corporation (CRDC)

David Rutledge, Executive Director

Phone: (530) 241-6960

Email: [david@crdc-housing.org](mailto:david@crdc-housing.org)

### ***SHASTA LAKE DOWNTOWN REVITALIZATION PROJECT AWARDED \$16.5 MILLION CALIFORNIA STRATEGIC GROWTH COUNCIL AFFORDABLE HOUSING AND SUSTAINABLE COMMUNITIES FUNDING***

SHASTA LAKE, Calif. (January 28, 2022) – The Shasta Lake Downtown Revitalization Project has been awarded over \$16.5 million from the California Strategic Growth Council (SGC) Program toward the construction of a \$36.5 million mixed-use development along the north and south sides of Shasta Dam Boulevard. This 52,918SF project includes 49 units of affordable housing and 7,500SF of commercial space. Funding will go directly toward transit, pedestrian, and bike improvements throughout downtown, connecting to the future Win-River Hotel Company commercial center project.

The purpose of the Affordable Housing And Sustainable Communities (AHSC) program is to reduce greenhouse gas (GHG) emissions through projects that implement land-use, housing, transportation, and agricultural land preservation practices to support infill and compact development. This is the second time the development team has submitted an application for the funds. The Shasta Lake Downtown Revitalization project was awarded under the RIPA (Rural Innovation Project Area) and was the only Federally Recognized Native American Tribal Project in the State of California.

#### ***Added City Manager, Jessaca Lugo:***

“On behalf of the City of Shasta Lake this project has been a vision of the community for years. This is truly a major accomplishment for the City. This project will change the face of our downtown and serve as the beginning for additional investment in our great City. As a result of this project, we are especially proud of the local government, private, and tribal government partnership created. We hope this project and extraordinary partnership is something the entire State of California will duplicate in the future.”

***Added K2 Development Companies' Allen Knott:***

“When we learned of Redding Rancheria’s Commercial Center Project, we realized that the City of Shasta Lake had embarked on a serious effort to revitalize its downtown core. We are proud to join the Redding Rancheria, the City of Shasta Lake, and the Community Revitalization and Development Corporation on the next project that will continue the momentum currently underway. The proposed 49-unit mixed-use complex with over 7,500 SF of retail space will create a sustainable, walkable downtown complete with high quality residences and vibrant storefronts. We look forward to seeking public input to create a project that fits the community.”

***Added Redding Rancheria's Tracy Edwards:***

“The tribe is committed to the responsible growth and improvement of the City of Shasta Lake and the local community. We are proud that in all of the Round 6 AHSC awards, our project was recognized as the only “tribal project” in the state. In addition to this project that will improve the housing and infrastructure of Shasta Lake, we are engaged in a separate project that will bring a new hotel and commercial center to the city that will enhance the area for locals and tourists alike. Together, we hope both efforts will have a positive impact on the community for generations to come.”

***Added CRDC's, Dave Rutledge:***

“The Community Revitalization and Development Corporation, a non-profit dedicated to providing safe, decent, and affordable housing, is excited to join this project as the Managing General Partner. We look forward to the development of 49 much-needed affordable housing units that will add to the increasing housing stock made available to Shasta County residents.”

***About City of Shasta Lake***

***The City of Shasta Lake is one of three incorporated cities located within Shasta County with a population of approximately 10,000 residents. For additional information, please call (530) 275-7400 or visit us on the web: [www.cityofshastalake.org](http://www.cityofshastalake.org)***

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