

# ECONOMIC DEVELOPMENT DIVISION UPDATE 2022

HRA Board  
April 27, 2022



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MINNESOTA

[STPAUL.GOV](http://STPAUL.GOV)

# Presentation Outline

- Introduction
- Team Members
- Functions, Programs and Services
- Project Highlights and Outcomes
- Business Development
- Updates on Funding Programs
- Questions and Discussion





## Team Members

The Economic Development Team is led by **Martin Schieckel** and includes **18 staff positions**:

### Director of Business Development

- Mary Rick

### Debt Manager

- Jenny Wolfe

### Parking Manager

- Gary Grabko

### Program Coordinators

- Michele Swanson
- Nora Riemenschneider

### Office Assistants

- Tina Sheldon
- Thea Gaither

### Project Managers

- Ross Currier (Principal PM)
- Laura Haynssen (Principal PM)
- Claudia Klinkhammer (Principal PM)
- Angela Riffe (Senior PM)
- Jonathan Reisetter (Senior PM)
- Annie Byrne (Senior PM)
- Kowsar Mohamed (PM)
- Vacant x 2 (Principal PM & PM)

### Project Management Technicians

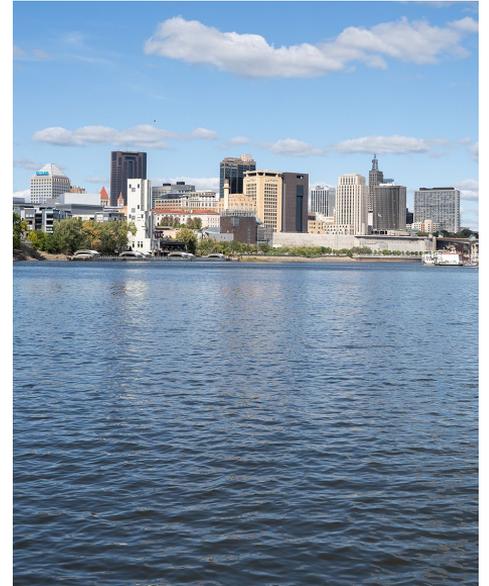
- Grace Bubel
- Nancy Vang



# Functions, Programs and Services

The **ED Team implements and oversees** the following **functions, programs and services**:

- Commercial real estate development, including large redevelopment efforts
- Manage Neighborhood STAR Program and N-STAR-funded projects
- Manage Cultural STAR Program and C-STAR-funded projects
- Manage 13 HRA-owned parking facilities and Parking Enterprise Fund
- Oversee tax increment financing policies, process and tracking
- Oversee conduit revenue bond financing policies and bond-funded ED projects
- Manage loan portfolio of over 120 loans valued in excess of \$17 million
- State/local grant funding coordination/project management





## Functions, Programs and Services (cont'd)

- Business retention, expansion, and attraction activities
- Respond to broad business resource requests and questions
- Entrepreneurship and small business development and lending
  - Targeted funding initiatives, including Full Stack
  - Special funding initiatives, including Commercial Vitality Zone (CVZ) program, civil unrest funding, and the recent COVID relief efforts
- Regional leadership work with Greater MSP and East Team



Upcoming Full Stack-sponsored event  
(April 28, 2022)



Greater MSP visit w/EDA Asst. Secretary  
Castillo (April 12, 2022)



# Project Highlights and Outcomes\*

- **Active Projects:** Currently working on 193 total projects/activities
  - **44 projects under construction\*\*** (Construction started but not complete)
  - **55 development-stage projects\*\*** (City/HRA financing has been approved)
  - **62 conceptual-stage projects\*\*\*** (City/HRA financing not yet approved)
  - **32 ongoing programs/activities** (not specific projects)

**The 44 projects currently under construction have a total development cost of nearly \$93M**

- **Completed Projects:** Since 2020, the Economic Development Team has completed 77 construction projects\*\* with a total development cost of over \$30M (C of O issued and financing disbursed)

\*Project Highlights and Outcomes **do not include Cultural STAR funded projects**, more detail is provided on subsequent slides

\*\*Project counts in these categories exclude non-construction projects, conduit revenue bond projects, and TIF financings;

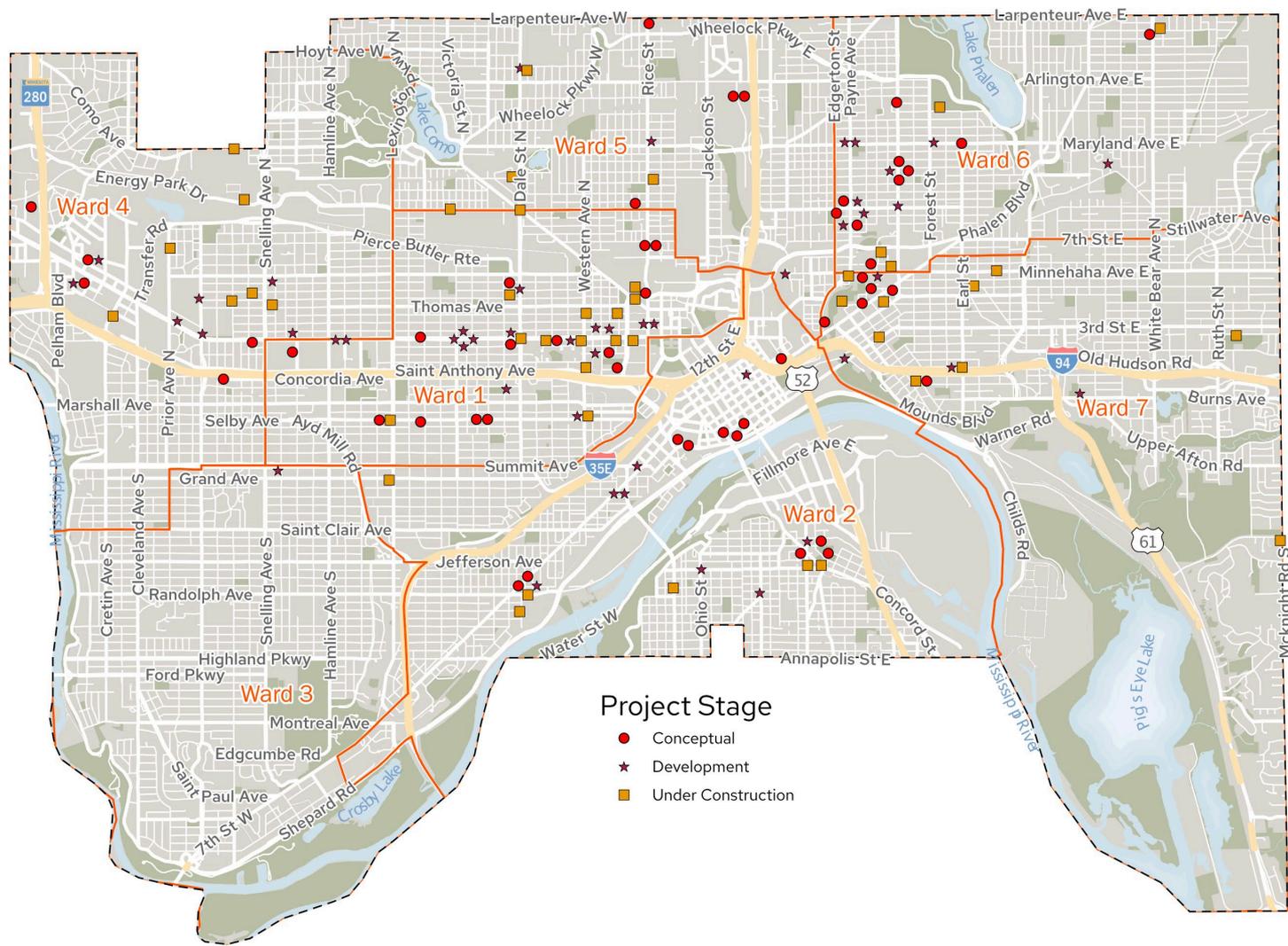
\*\*\* Conceptual category excludes conduit revenue bond projects and TIF financings



# Active Projects

Locations shown are approximate to avoid overlapping symbols – Projects without specific address not shown – Does not include Cultural STAR Projects

Also excludes non-construction projects (for most), TIF financings, and conduit revenue bond projects



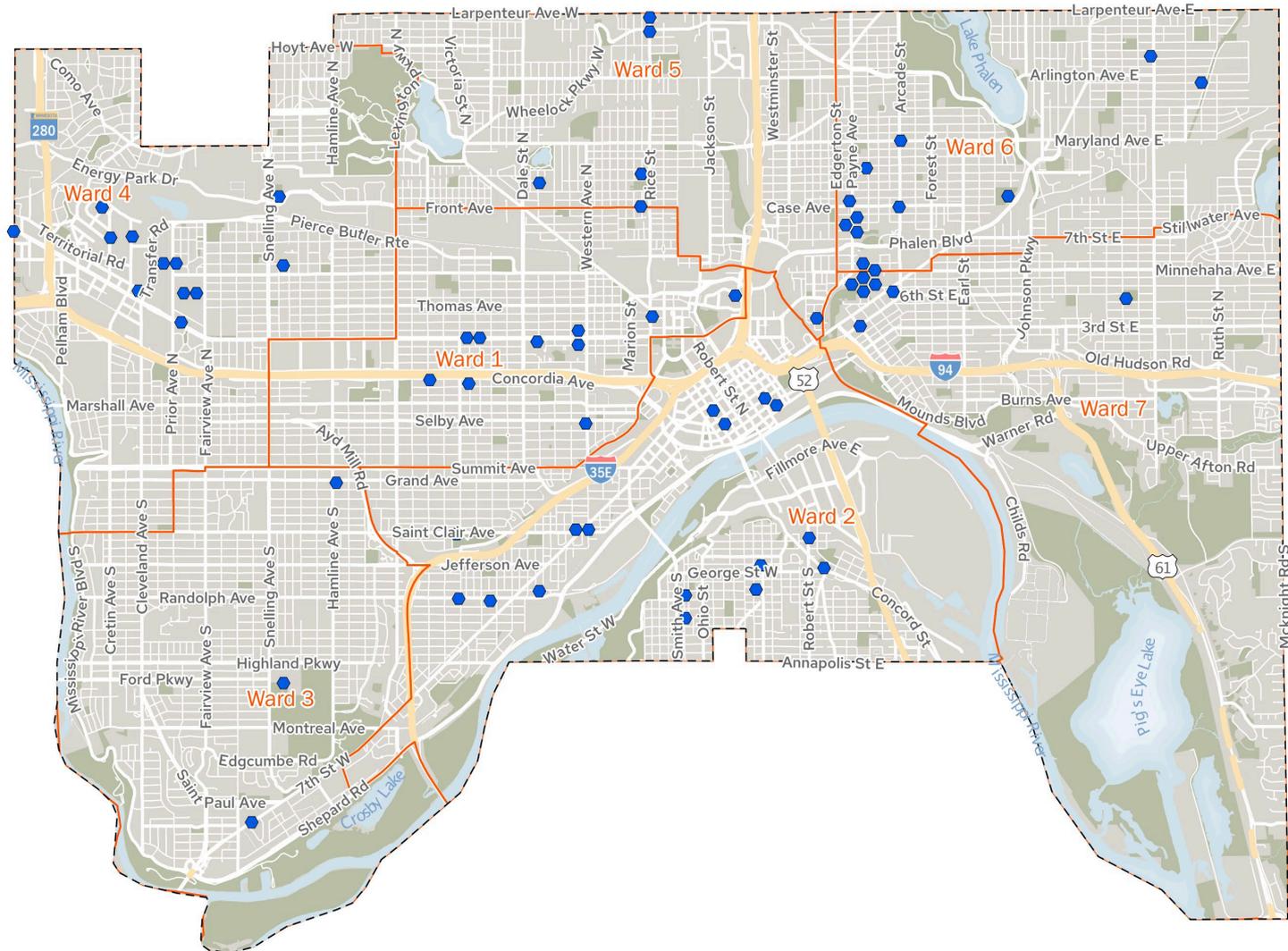


# Recently Completed Projects

2020 - Present

Locations shown are approximate to avoid overlapping symbols – Projects without specific address not shown – Does not include Cultural STAR Projects

Also excludes non-construction projects, TIF financings, and conduit revenue bond projects





## Business Development Updates

- **Business retention, expansion and attraction**
  - Supporting large and small company inquiries and site searches
  - Partnered on competitive ARPA investment
  - Managing Strategic Investment Fund
  - Tracking and supporting closures and new openings
- **Small business and entrepreneurial growth**
  - Coordinating Bridge Fund recipient follow-up campaign
  - Increasing small business and entrepreneurial outreach campaigns, such as Tech Month and AAPI Small Business Expo
  - Expanding technical assistance offerings and resource sharing



Social media post about Locl, one of the business assistance programs



# Business Development Updates

- **Community partner engagement**
  - East Team and Economic Development Partners convenor
  - Business Review Council representation
  - East Side Funders Network representation
  - Full Stack Steering Committee convenor
- **Team updates and marketing**
  - Developed new team plan for intakes, outreach and resource tracking and sharing
  - Engaging partners for expanded marketing and commercial corridor marketing campaigns



MinneDemo, a Full-Stack sponsored event, at the Turf Club  
(April 12, 2022)



## Updates on Funding Programs

- Neighborhood and Year-Round STAR
- Cultural STAR and Public Art
- Business Assistance Fund – new guidelines, easier intake, wider marketing
- LISC CAT Fund Participation – assisting businesses with property acquisition
- St. Paul & Minnesota Foundation Main Street Program Participation – assisting businesses with capital improvements



GROW-IT Center at Metro State  
(a Neighborhood STAR project) held an  
open house on April 20, 2022



# 2021 Neighborhood STAR Program & 2021/2022 Year-Round STAR Highlights

## 2021 Neighborhood STAR Program Highlights

- Requests: 74 applicants requested \$6,044,126 in grant and loan funds
- Approved: 24 proposals awarded \$1,685,975 in STAR loan and grant dollars
- Match: More than \$17 million in private/non-City dollars
- 12 out of 24 under contract

## 2021/2022 Year-Round STAR Program Highlights

- 22 proposals approved: \$652,396
- Match pledged: \$526,416
- 10 out of 22 under contract



Waldmann Brewery



Victoria Theater Arts Center



## 2022 Neighborhood STAR application period is open

- \$1,539,269 budgeted
- Workshops
  - Virtual workshop:  
<https://www.youtube.com/watch?v=u5fNCShLVZs>
    - 127 views to date
  - In person workshop on April 15, 2022 at the Wellstone Center
    - 15 attendees
- STAR Board Review
  - Applications due: May 11, 2022
  - Virtual bus tour: May 20, 2022
  - Interviews: June 1 – 3, 2022
  - Final review: Late June 2022



Victoria's Best Steak House



Sterling Club



# 2020/2021 Cultural STAR Highlights and Outcomes

## 2021 Highlights

- \$1,414,050 awarded to 90 projects
- Received 118 eligible applications requesting \$2,486,050 in funds

## 2021 Highlights

- \$1,522,800 of Cultural STAR plus \$1.17 million in CARES funds awarded
- 86 organizations received General Operating grants for COVID relief
- 80 Saint Paul artists supported by Springboard for the Arts' Emergency Relief Fund



Saint Paul College Cultural Mural Project



Film Score Fest (September 4, 2021)



# 2022 Cultural STAR Application Periods

## Program Goals

Promote cultural vitality and economic growth, particularly in the downtown Cultural District, by strengthening the arts and culture community

## 2022 Highlights

- **Round 1**
  - Application period: March 22 – April 29, 2022
  - Proposed projects must take place between August 1, 2022 and July 31, 2023
- **Round 2**
  - Application period: July 15 – August 26, 2022
  - Proposed projects must take place between January 1, 2023 and December 31, 2023



Katha Dance Theatre - "Shaamya of Equality" (November 2021)



Springboard for the Arts public artwork



# Update on Saint Paul Public Art Administration

## PED taking on Public Art Administration

- Nora Riemenschneider in expanded Arts & Culture Coordinator role
- Overseeing 1% Public Art Ordinance
  - Wheelock Parkway
  - Highland Bridge
- Special arts-related projects
  - Mural on Sibley Street railroad bridge near Lambert's Landing (pending CP permission)
  - NEA Our Town proposal outreach for 2022 application cycle



Source: Marlena Myles Highland Bridge Public Art Proposal



## Business Assistance Fund Update

- Guidelines were approved by the HRA Board on February 9 (easier intake, wider marketing)
- Guidelines and an intake form were posted to PED's webpage on March 17
  - [Business Assistance Fund Guidelines and Intake Form](#)
- To date, there have been 103 visits to the guidelines online
- Two financing proposals are currently under review by ED team staff and one is in the pipeline

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### Business Assistance Intake Form

Thank you for your interest in the City of Saint Paul. By completing the inquiry form below, we will be better equipped to assess resource matches across our business assistance programs.

If a question does not apply to your business or you do not know the answer, please type N/A.

\* Required

1. First Name \*

2. Last Name \*

3. Name of Business \*



# LISC Community Asset Transition (CAT) Fund Participation

**\$500,000** allocated to support the LISC Community Asset Transition (CAT) fund, a leveraged capital pool with additional support

- Staff is working with CAO to execute a Master Participation Agreement with LISC
- Staff is building a project pipeline through internal discussions and community outreach
- When a project is identified, the request will come before the HRA Board for approval (if requested amount is \$50,000 or more)



**1351 Arcade Street** – first acquisition in Saint Paul using CAT Fund



# St. Paul & Minnesota Foundation Main Street Revitalization Program Participation

- Applications for the St. Paul and Minnesota Foundation's \$7.28 million East Metro Mainstreet program are scheduled to open in early Summer this year
- Projects need \$2 of matching funds for every \$1 of Mainstreet grant funds
- SPMF is actively raising matching funding from nonprofit, philanthropic, local government and private sector partners
- We hope to leverage this program to the greatest extent possible with our **\$500,000** of Civil Uprising Funds. Our funds, per the December resolution and just like the Mainstreet program, must be used for capital investments such as renovation or construction of real property

825 University Avenue - rendering



# WARD 1

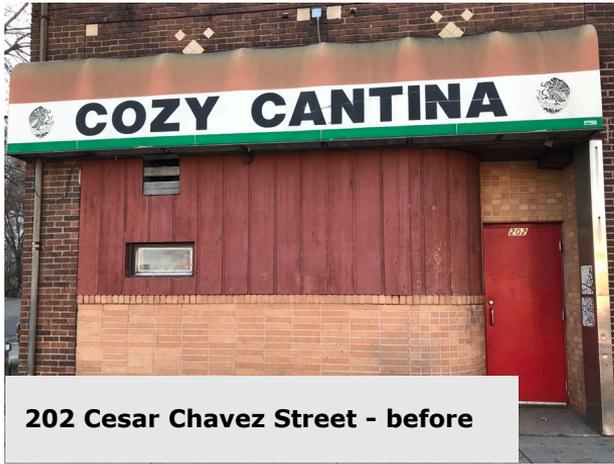
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544 University Avenue - before



544 University Avenue - after



202 Cesar Chavez Street - before



202 Cesar Chavez Street - after



754 Randolph Avenue - after



754 Randolph Avenue - before

# WARD 2

**Presbyterian Homes Senior Housing  
HRA issued Conduit Revenue Bonds**



# WARD 3

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**Infrastructure Installation  
Financed in part with TIF**



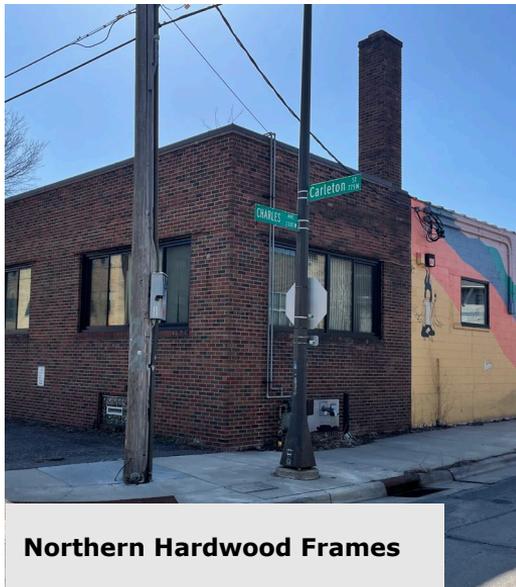
1694 Como Avenue - before



Urban Growler



1694 Como Avenue - after



Northern Hardwood Frames

# WARD 4

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1091 Rice Street



1657 Rice Street



1053 Dale Street



1665 Rice Street

# WARD 5

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**965 Arcade Street**



**987 Ivy Avenue**



**1570 White Bear Avenue RFP**

# WARD 6

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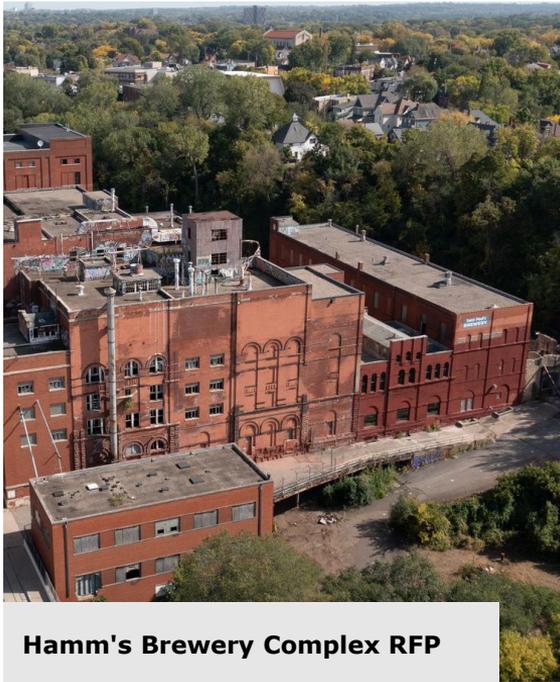
**Well work – excavating well #3**



**New pedestrian walkway/alley**



**Stormwater system**



**Hamm's Brewery Complex RFP**



**Masonry stabilization**



**Roof repairs**

# WARD 7

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# Questions and Discussion