



STPAUL.GOV

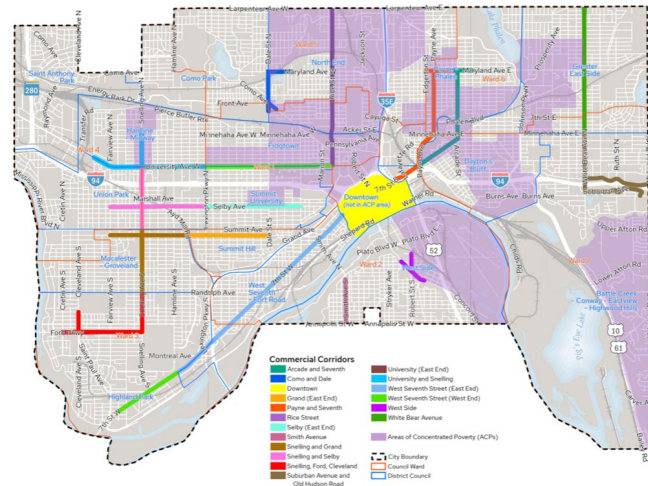
Commercial Corridor Organization Assistance Program (C-COAP) Update July 23, 2025



Background

- In the 2025 budget, \$1.4 million in Economic Development STAR funds were allocated for the development of a commercial corridor assistance program
- The goal of the program is to provide dollars to organizations in a simple and streamlined way to advance economic development projects and programs on key corridors in Saint Paul
- 18 corridors have been identified across the city and there are 7 eligible uses of funds. A mix of District Councils and community-based organizations are managing the use of funds in their geography.

Saint Paul Commercial Corridors & Areas of Concentrated Poverty | April 18th, 2025





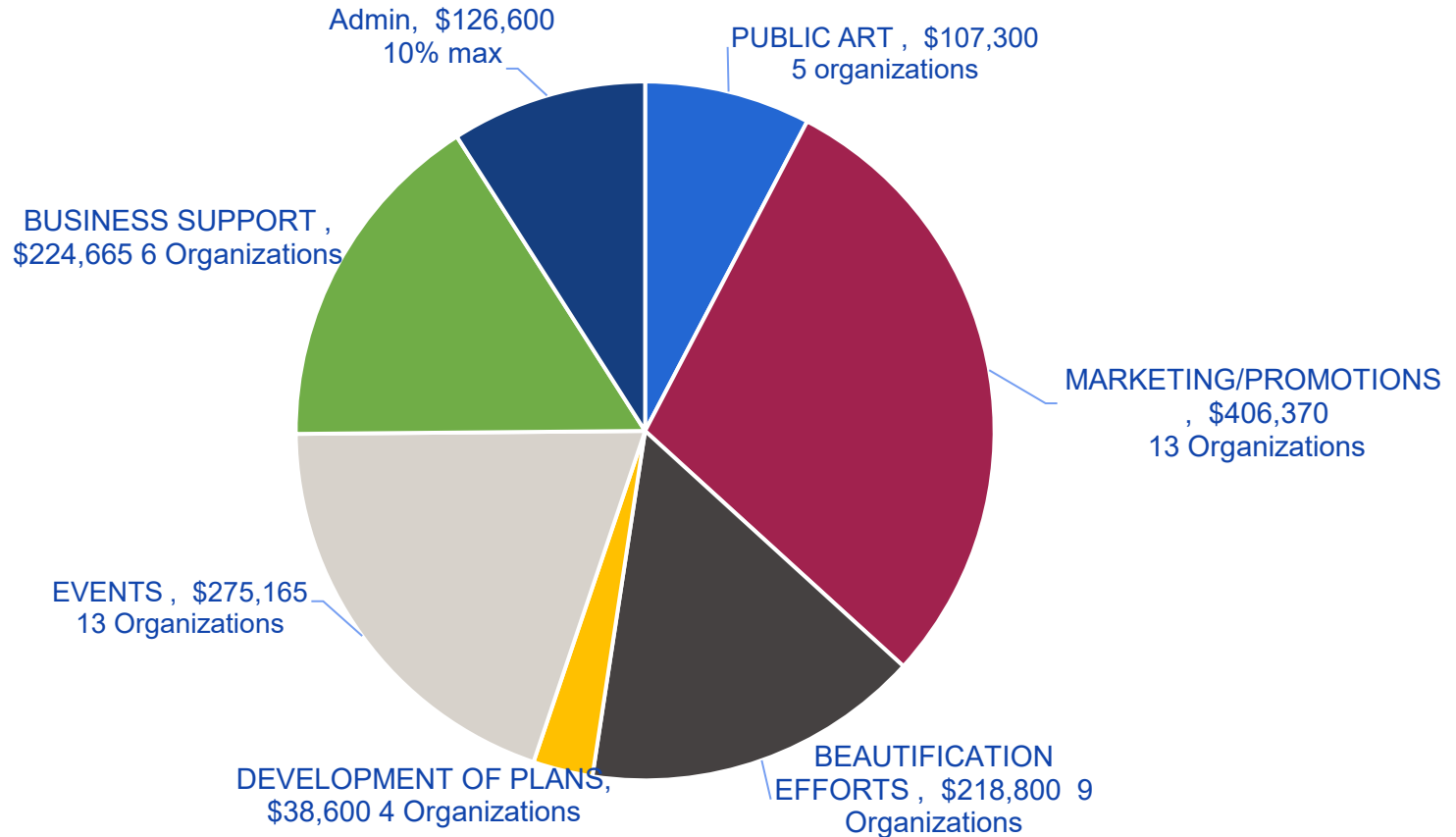
Program Launch and Early Implementation

- Virtual info session held May 2nd
- Monthly roundtables and monthly office hours being held to promote collaboration and streamline communication.
- All 18 corridors submitted proposal materials by deadline of 6/30. Six proposals were complete with no edits needed; all others are following-up.
- Aiming to have every organization under contract by end of the month and begin disbursement.





Overview of Uses





Marketing and Promotions

- 13 organizations, totaling \$406,370 and averaging \$31,260
- Activities include:
 - Corridor branding
 - Marketing plans
 - Print and online business directories
 - Social media storytelling, targeted paid advertising
 - Billboards
 - Small business spotlights
 - Multi-lingual and culturally resonant messaging
 - Focus on road construction



Events

- 13 organizations totaling \$275,165 and averaging \$21,167
- Mix of new events and supporting existing events
- Events include:
 - Small Business Saturday at Rondo Exchange
 - Sub-grants for community events
 - National Night Out
 - Selby Jazz Fest
 - Grand Old Days
 - Spring Fling
 - Summer Block Party
 - Construction Celebration
 - Spooktacular: passport shopping event



Beautification Efforts

- 10 organizations totaling \$218,880 and averaging \$21,880

Activities include:

- Bike corrals
- Flower Baskets: Blooming Saint Paul Flower Baskets
- Graffiti removal
- Community clean-up
- Plant trees, flowers, shrubs
- Clear bricks in disrepair



Business Support Sub-grants

- Six organizations totaling \$224,665 and averaging \$37,444
 - Business Mitigation Fund for construction impacts
 - Micro-grants to businesses
 - Grants to businesses for promotions and beautification



Public Art

- Five Organizations totaling \$107,300 and average \$21,460
 - Murals
 - Art wraps
 - \$10,000 grants to local artists
 - Grand Piano

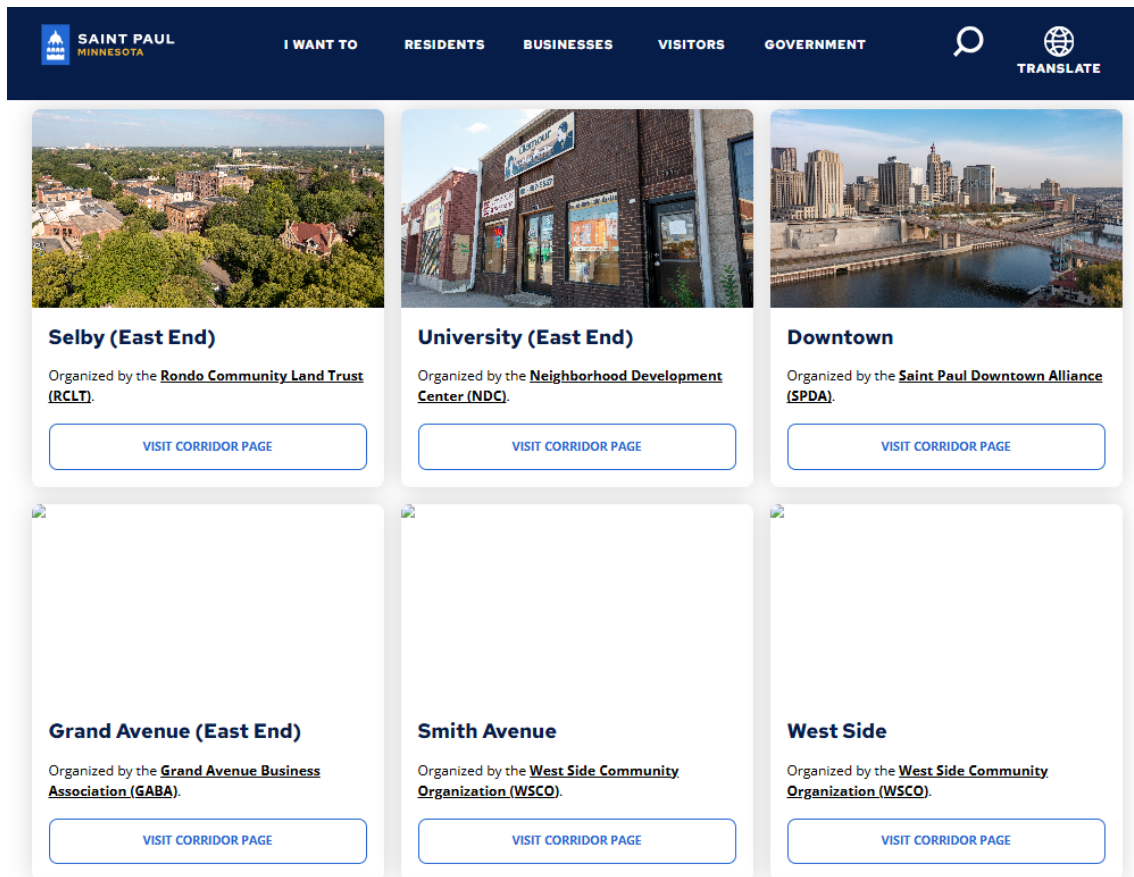


Development of Plans

- Four Organizations totaling \$38,600 and average \$9,650
 - Hamline Midway Coalition: Branding, Placemaking, and Events plan
 - ESNDC: Planning the Uniquely Eastside Festival
 - Greater Eastside Community Council: Marketing plan
 - Southeast Community Organization: Evaluation & Community Engagement Strategy



Preliminary Logo and Website





Next Steps

- Finalize documents and get under contract
- Disbursements:
 - 80% Disbursed up front
- Quarterly Report due Sept 30 will inform next HRA Update Memo



Questions?

