

From: [Melanie Johnson](#)
To: [HRAHearing \(CI-StPaul\)](#)
Subject: FW: City of Saint Paul Commercial Corridor fund Proposal
Date: Wednesday, November 20, 2024 10:38:40 AM

From: Erin Jerabek Heelan <erin@eastsidefundersgroup.org>
Sent: Monday, November 18, 2024 10:40 PM
To: Melanie Johnson <Melanie.Johnson@ci.stpaul.mn.us>
Cc: Cheniqua Johnson <Cheniqua.Johnson@ci.stpaul.mn.us>
Subject: Re: City of Saint Paul Commercial Corridor fund Proposal

Think Before You Click: This email originated **outside** our organization.

Hi, Here are a few responses:

- What would make this grant more workable for your organization? *There's potential for most of the funds to be pass through so the grant should have a 15 percent admin fee to make sure nonprofits are compensated for their time.*
- What should be the maximum grant amount? *This depends on the total budget but I think \$75k per corridor would be meaningful and could make an impact.*
- What activities should be eligible for funding, in addition to (or instead of) what's proposed?

In addition to what you have I would add soft costs for real estate development or commercial acquisitions, although there's a huge need for the hard costs (construction and acquisition dollars) the City of Saint Paul wage restrictions make the :

- *Project management (non-construction)*
- *Owners representation (non-construction)*
- *Analysis of site and existing conditions, plans*
- *Program concept planning*
- *Due diligence*
- *Brokerage services*
- *Financial feasibility*
- *Fundraising and grant writing*
- *Architectural design services*
- *Legal services (non-representation)*
- *Market studies*
- *Traffic and parking studies*
- *Civil and structural engineering (limited)*
- *Interpreting and translation services*

Capital needs planning

- How should we ensure that the funds are distributed equitably, while keeping the application process simple?

I wanted to mention to you and Cheniqua, too, that I would love to help build this program for the City if you are looking for help. This is exactly the kind of program design that I love to do and business district work is my expertise.

On Fri, Nov 15, 2024 at 12:20 PM Melanie Johnson <Melanie.Johnson@ci.stpaul.mn.us> wrote:

Hello Erin,

I am wondering if you would provide some additional responses so that we can send the helpful information you have already sent into the public record. There is a public hearing next week at the HRA meeting in chambers at 2pm.

What overall feedback do you have on this proposal?

- What would make this grant more workable for your organization?
- What should be the maximum grant amount?
- What activities should be eligible for funding, in addition to (or instead of) what's proposed?
- How should we ensure that the funds are distributed equitably, while keeping the application process simple?

From: Erin Jerabek Heelan <erin@eastsidefundersgroup.org>

Sent: Wednesday, November 6, 2024 9:51 AM

To: Melanie Johnson <Melanie.Johnson@ci.stpaul.mn.us>

Subject: Re: City of Saint Paul Commercial Corridor fund Proposal

Think Before You Click: This email originated **outside** our organization.

Hi Melanie,

This is a lot like the Great Street Business District Support Program in MPLS. I worked on this program at West Broadway and it was great. Happy to chat more about it if that would be helpful.

<https://www2.minneapolismn.gov/government/programs-initiatives/great-streets/>

What do you need from me to move this forward??

Erin

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