Commercial Corridor Organization Assistance Program (C-COAP)

Background

- In 2024, the Saint Paul City Council reserved $1.4 million in Economic Development STAR funds to 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 the City of Saint Paul

Payne Avenue

Snelling Avenue

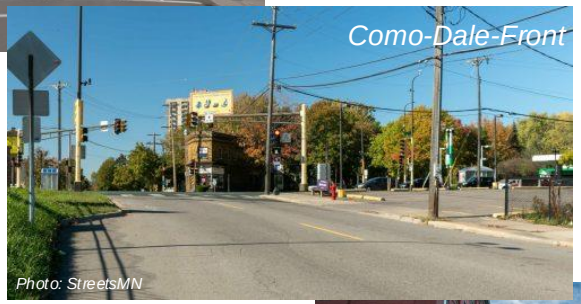
Cesar Chavez Street

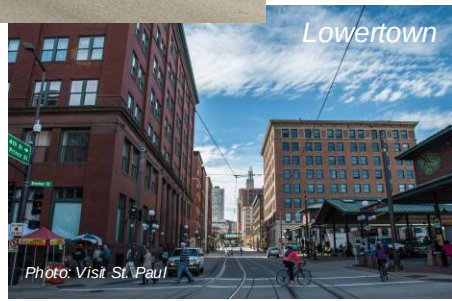
What we learned about corridor needs

- Through conversations with organizations working along corridors, including a late 2024 public comment opportunity at the HRA staff heard the following needs:
  - Dollars for beautification efforts
  - Dollars for administrative costs (program and project management)
  - Dollars for planning before implementation
  - Resources to support businesses experiencing disruptions (i.e. construction disruption, restructuring, expanding, etc.)

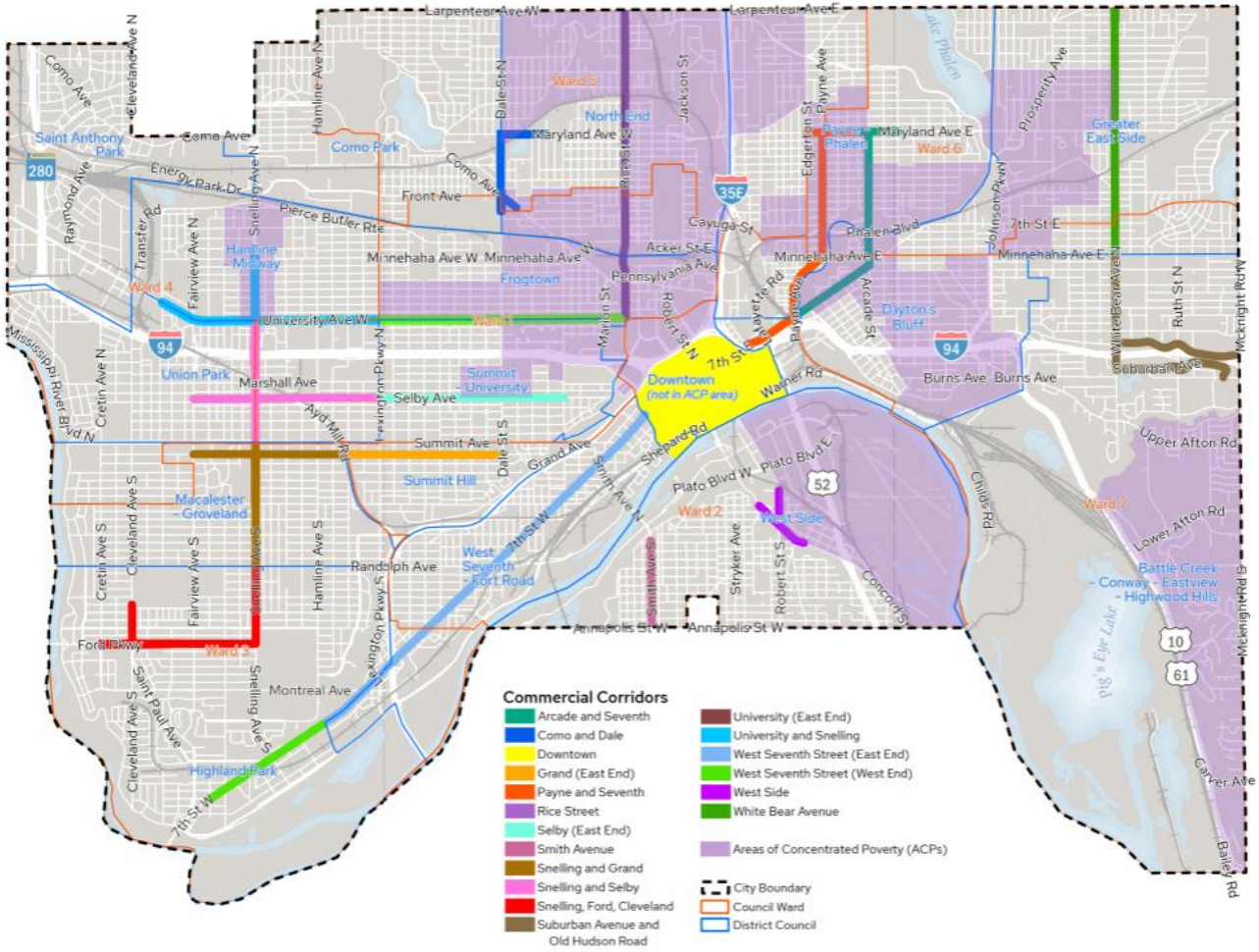
Program structure

- This is a direct contracting program (similar to the District Council program structure)
- Pre-selected organizations with a history working in the identified corridors will be allocated dollars to complete eligible activities
- Each corridor will receive one allocation
- Funds must be spent within one year of receiving the allocation
- Projects or programs funded through this allocation will not be eligible to receive additional City/HRA dollars for a program or project with the same scope (ex. Sub-ranting along Arcade Ave can not also be funded via Neighborhood STAR)





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



Eligible organizations

Corridor Name	Selected Organization
Selby (east end)	Rondo Community Land Trust (RCLT)
University (east end)	Neighborhood Development Center (NDC)
Downtown	Downtown Alliance
Grand Ave (east end)	Grand Avenue Business Association (GABA)
Smith Ave	West Side Community Organization (WSCO)
West Side	West Side Community Organization (WSCO)
Snelling and Grand	Macalester Groveland Community Council
Snelling, Ford, Cleveland	Highland District Council
W 7th St (west end)	Highland District Council
Snelling and Selby	Union Park District Council
University and Snelling	Hamline Midway Coalition
Suburban Ave/ Old Hudson Road and White Bear Ave	South East Community Organization
White Bear Avenue	Greater East Side Community Council
W 7th St (east end)	West 7th Fort Road Federation
Rice Street	Rice Larpenteur Alliance (RLA)
Arcade St, Maryland, and 7th St E	East Side Area Business Association (ESABA)
Payne Ave, Maryland, and 7th St E	East Side Neighborhood Development Company (ESNDC)
Como, Maryland, and Dale	North End Neighborhood Organization (NENO)

Eligible activities

- Programs and projects funded through Economic Development STAR must result in an economic development impact. The following are the proposed eligible activities for this program:
    - Corridor-wide beautification
    - Public art installations
    - Development of plans for implementation of corridors wide efforts – note, the plans must have the ability to be implemented within 3 years.
    - Corridor marketing campaigns
    - Acquisition of vacant or underutilized buildings and land, and related soft costs—note, acquisition and development must be able to take place within 2 years of receiving dollars
    - Execution of community events meant to celebrate and showcase the corridor
    - Business sub-grants
- Up to 10% of funds may be spent on administrative or indirect cost associated with managing or executing the proposed projects or programs

Funding process

Organization provides proposal materials • Narrative proposal of program • Statement of Work • Proposed budget • Budget justification	**Staff reviews proposals and proposed scopes of work**	**Contracting**	**C-COAP projects/programs begin**	**Ongoing check ins**
Timeline: Final day proposals accepted: June 30, 2025	**Timeline:** ~ 2 weeks for review	**Timeline:** ~ 3-4 weeks	**Timeline:** June 2025-June 2026	**Timeline:** Quarterly for the life of the project

- Organizations' readiness varies; submissions are due after about eight weeks of opening the program.

Outcome tracking

- Quarterly check-ins with organizations
- Quarterly reporting includes questions on:
  - Project status
  - Project costs to date
  - Outcomes to date
  - Timing to execute project and updates on timeline
  - If applicable, organizations are asked to provide photos of events and projects and stories about the events and projects funded through the program

Questions?

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