

Commercial Corridor Organization Assistance Program

Introduction

In December 2024, the City of Saint Paul's City Council approved \$1.4 million in funding to create the Commercial Corridor Organization Assistance Program (C-COAP). This program is a pilot with the purpose to assist geographically focused organizations in furthering economic development outcomes in identified commercial corridors in the city. This is a direct contracting program which will provide select business and community support organizations funding to design and implement programming and activities that drive positive economic development outcomes along the defined corridors.

Eligible Organizations

This program is only open to pre-selected organizations identified by the City. The identified organizations include District Councils and business support organizations with a history of executing community development, economic development, and business support programming along the defined geographies listed below.

Eligible Corridors

The following table lists the C-COAP targeted corridors, boundaries, and selected organizations. The amount disbursed to the selected organization for each corridor will range based on if the corridor is in Areas of Concentrated Poverty (ACP). Selected organizations are encouraged to collaborate with other organizations that serve the corridor geography and work in partnership. Organizations that are not pre-selected may work in partnership with a lead applicant to implement the scope of work.

Eligible organizations are urged to propose programs and projects along the geographies listed below. See Attachment A for a map.

Corridor Name	Boundaries	Selected Organization
Selby (east end)	Selby Ave: Lexington to Western	Rondo Community Land Trust (RCLT)
University (east end)	University Ave: Lexington to Rice	Neighborhood Development Center (NDC)
Downtown	North: The Mississippi River, South: Interstate 94/35E, East: Lafayette Road/Highway 52, West: Rice Street/Interstate 35E	Downtown Alliance
Grand Ave (east end)	Grand Ave: Ayd Mill to Dale st	Grand Avenue Business Association (GABA)
Smith Ave	Smith Ave: Highbridge to Annapolis Ave	West Side Community Organization (WSCO)
West Side	Cesar Chavez: Wabasha St to Ada St, Robert St: Wood to Cesar Chavez St	West Side Community Organization (WSCO)

Snelling and Grand	Snelling: Summit to Randolph, Grand: Fairview to Ayd Mill	Macalester Groveland Community Council
Snelling, Ford, Cleveland	Snelling: Randolph to Ford, Ford: Snelling to Cretin, Cleveland: Ford to Bayard	Highland District Council
W 7th St (west end)	Homer St to Wheeler St	Highland District Council
Snelling and Selby	Snelling: University to Summit, Selby: Fairview to Lexington	Union Park District Council
University and Snelling	University: Prior to Lexington Snelling: Englewood to University	Hamline Midway Coalition
Suburban Ave/ Old Hudson Road and White Bear Ave	Suburban Ave and Old Hudson Rd: White Bear Avenue to McKnight Road, White Bear: Suburban Ave to Minnehaha Ave	South East Community Organization
White Bear Avenue	Minnehaha Avenue to Larpenteur Avenue	Greater East Side Community Council
W 7th St (east end)	Kellogg Boulevard to Homer St	West 7th Fort Road Federation
Rice Street	University Avenue to Larpenteur Avenue	Rice Larpenteur Alliance (RLA)
Arcade St, Maryland, and 7th St E	7th St E: Payne St to Arcade St. Arcade St: Maryland Ave to 7th St E, Maryland Ave: Wiede St to Forest St	East Side Area Business Association (ESABA)
Payne Ave, Maryland, and 7th St E	Payne: Maryland to 7th, 7th Street: Payne to 94, Maryland from Edgerton to Wiede St	East Side Neighborhood Development Company (ESNDC)
Como, Maryland, and Dale	Dale Street: Jessamine Ave to Burgess, Como Ave: Dale Street to Kent Ave, Maryland Ave: Dale to Arundel St	North End Neighborhood Organization (NENO)

Eligible activities

C-COAP is funded through Economic Development Sales Tax Revitalization (ED STAR) dollars, which must be used for economic development purposes. C-COAP will fund a variety of activities that result in positive economic development outcomes along the specified geography or geographies. Projects or programs should have corridor-wide benefits that can be tracked and reported. C-COAP organizations will be asked to list the

economic development indicators they will track and how they will show their work resulted in positive economic development outcomes on the corridor. Key economic development indicators include: business retention, business growth, new business starts, generate private investment, support vitality of corridor, and increase/maintain tax base. If the eligible organization currently administers a City funded program within the identified commercial corridor, C-COAP funds must have a different use. For example, C-COAP funds cannot be used to build on an existing STAR funded façade improvement subgrant program.

C-COAP eligible activities include:

- Corridor-wide beautification efforts, such as signage, flower baskets, and planters.
- Public art installations
- Development of plans for implementation of corridor-wide efforts
 - NOTE: If Applicants propose an activity that will assist the development of plans for future work, an estimated timeline for implementation of plans that are developed as a result of C-COAP funding must be provided. Plans must have the ability to begin implementation within three years of receiving C-COAP dollars.
- Corridor marketing campaigns
- Acquisition of vacant or underutilized buildings and land and related soft costs
 - NOTE: Applicants proposing to use C-COAP dollars for acquisition of land or buildings must have a plan in place to acquire and begin development of the land within two years of receiving C-COAP dollars
- Execution of community events meant to celebrate and showcase the corridor
- Business sub-grants for activities, including: business interior or exterior capital improvements, working capital or operational support, and beautification efforts such as installing murals or decorative signage

Up to 10% of an award can be used for administrative or indirect costs associated with executing the eligible activities.

Funds must be spent on eligible activities within 12 months of receiving dollars through this program. Any funds that are not spent and disbursed within one year of receiving dollars through this program will be returned to the program.

All projects must comply with relevant codes, regulations, and laws of the City of Saint Paul.

Submission Materials and Process

Proposals will be accepted on a rolling basis until June 30 at 4:00pm. Organizations must send the following required submission materials in an email with the title “2025 C-COAP ” to CommercialCorridors@stpaul.gov.

- Completed Statement of Work and Workplan, detailing how funds will be used and the role of any partner organizations
- Budget form
- Budget justification
- Organizations that do not have a current Affirmative Action Plan (AAP) will need to submit an updated or new AAP. Staff will follow-up if this is needed from the proposer

Contracting will happen on a rolling basis as proposals are received.

Funding and Contracting Process

The City will work with eligible organizations to refine the scope of their proposed program(s) and projects based on their submitted program Statement of Work and budget. The City does not guarantee that all proposed programs will be awarded funding. The City reserves the right to deny funding for any and all proposals in its sole discretion.

Eligible organizations will enter into an Agreement with the City that outlines the funding obligations, scope of work, disbursement, and reporting requirements.

All eligible organizations receiving \$50,000 or more will be required to comply with the City's Vendor Outreach Program (VOP) and Affirmative Action and Equal Employment Opportunity (AAEEO) programs.

- Affirmative Action and Equal Employment Opportunity (AAEEO) requirements: new or updated Affirmative Action Plan if the organization has not registered with the City in the last two years
- Vendor Outreach Program (VOP): listing of all contractors and suppliers on the attached Prime ID form to highlight opportunities to utilize the City's CERT vendor list
- Sub-grantees that receive \$50,000 or more from any City funded programs must also comply with VOP and AAEEO requirements

Construction Projects that have a total project cost of \$25,000 or more and include any City dollars must also comply with the City's prevailing wage requirements

- Example 1: A facade improvement project that is \$30,000 total and includes \$10,000 in C-COAP funds must comply with prevailing wage requirements
- Example 2: A facade improvement project that is \$20,000 total and is fully funded by C-COAP would not need to comply prevailing wage requirements

Any project that receives more than \$20,000 in City funds must provide evidence of securing at least two bids from qualified contractors.

Before contracts are finalized, the City will hold a compliance meeting with each eligible organization to review the applicable compliance requirements and the process for complying with the City's regulations. Additional information on each of the compliance areas can be viewed on the City of Saint Paul's website at stpaul.gov/index.aspx?NID=3710

Disbursements

No funds that will be disbursed through this program may be spent before the program is approved by the City Council. Organizations will have one year to spend all funds from the date of contract execution.

Projects that do not require construction can request up to 80% of the funds awarded be disbursed to the eligible organization up front once compliance or reporting requirements are met. Programs that include sub-granting to a business or organization must list the projects they are funding on "Subgrant Attachment A". Prior to receiving any funds, organizations will be required to submit a current Affirmative Action Plan and ID Sheet showing VOP goals are met.

Construction projects exceeding \$25,000 in total project cost will not be eligible for disbursement until required reporting on wages is approved.

In order to receive the last 20% of funds, eligible organizations must provide proof of payment or disbursement of funds as it relates to their original disbursement request. The type of proof of payment will be dependent upon on the funded activity and can include:

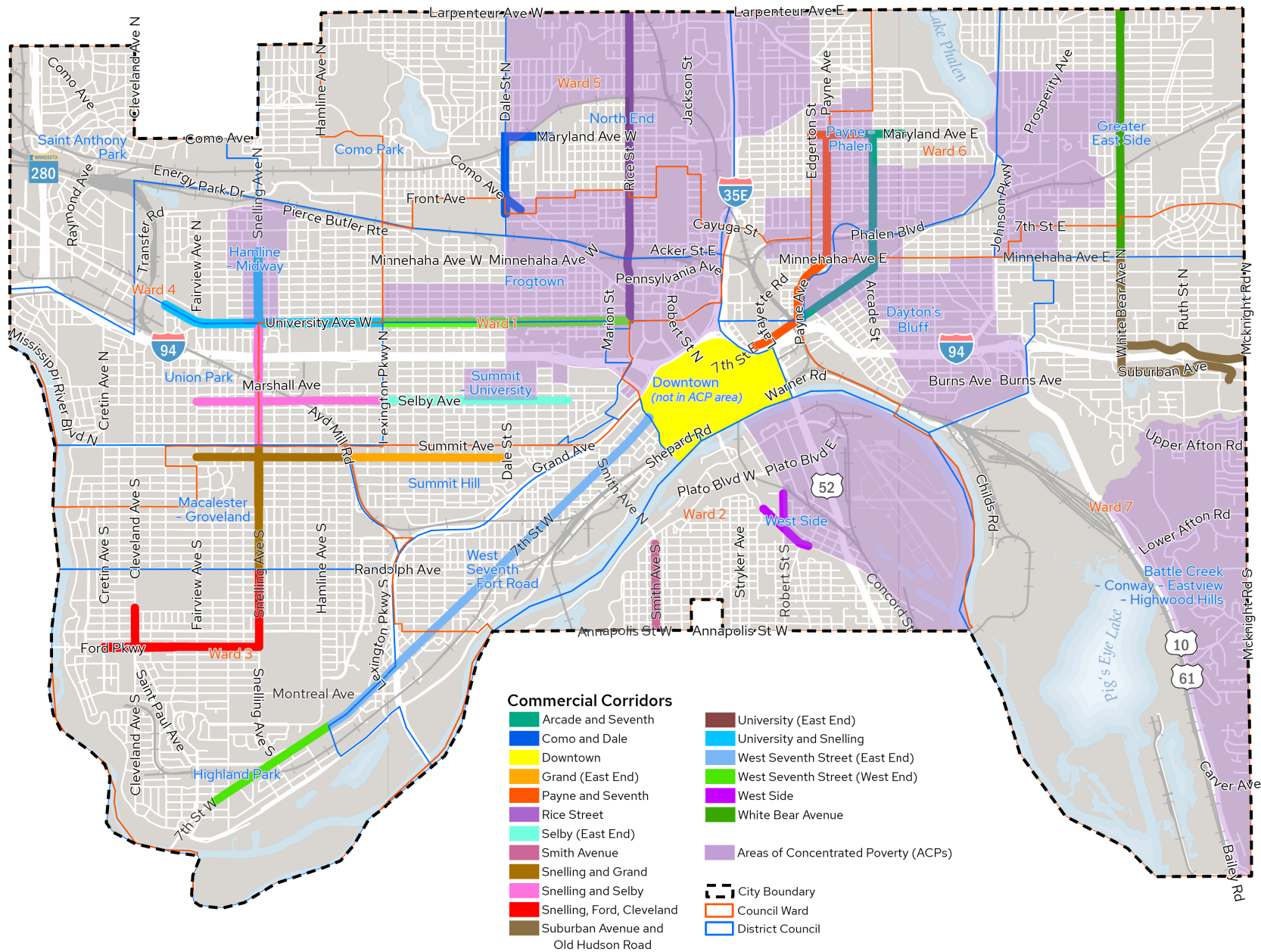
- Receipts
- Invoices indicating a contractor has been paid in full
- Copies of checks paid out using C-COAP dollars

A pre-contracting meeting will be held with the organization and City staff to provide all relevant details about disbursements depending on the size and scope of the program.

Reporting

All eligible organizations will meet with City staff on a quarterly basis to report on program progress. Eligible organizations are required to submit the check-in reporting form prior to the check-in with designated City staff.

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



Areas of Concentrated Poverty (ACPs) are a legacy Met Council designation, not in primary use today, defined as areas where 40% or more of residents have family or individual incomes below 185% of the federal poverty threshold; certain tracts with high concentrations of college-age people are excluded. Data: ACPs shown derived from Census Bureau American Community Survey 2019 to 2023 5-year data, as curated by Metropolitan Council in Equity Considerations for Place Based Advocacy and Decisions in Twin Cities Region dataset on Minnesota Geospatial Commons; St. Paul Enterprise GIS; Parcel Polygons: current Ramsey County data via Minnesota Geospatial Commons; Road and Building Polygons: 2017 impervious surface dataset, Ramsey County; Water bodies via Minnesota DNR. This document was prepared by the Saint Paul Planning and Economic Development Department and is intended to be used for reference and illustrative purposes only. This drawing is not a legally recorded plan, survey, official tax map or engineering schematic and is not intended to be used as such. Date: 4/18/2025 12:41 PM. Document Path: C:\Users\spauldin\City of Saint Paul\PED-Research & Mapping - Documents\Projects\Economic Development\Corridors\2025-02-10 Commercial Corridors Update for Annie Byrne\4 - GIS\2025-02-11 - Commercial Corridors.aprx