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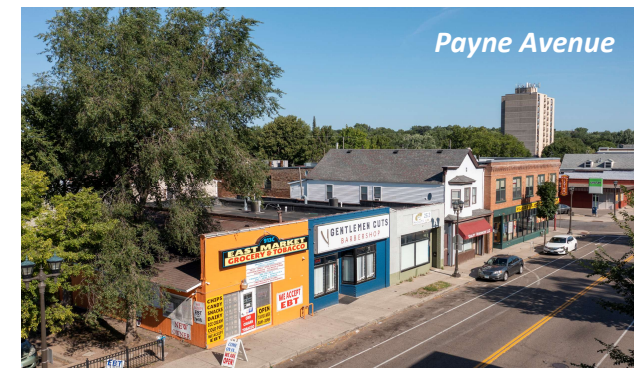
Introduction to Commercial Corridor Organization Assistance Program (C-COAP)





Background

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





What we learned about corridor needs

- Through conversations with organizations working along corridors, including a late 2024 public comment opportunity at an HRA meeting, staff heard the following needs, some of which may not be a good fit for this particular program:
 - Funding for beautification efforts
 - Funding for administrative costs (program and project management)
 - Funding for planning before implementation
 - Flexible resources to support businesses





Program structure

- This is a direct contracting program (similar to the District Council program structure)
- Identified organizations with a history working in the identified corridors will be allocated dollars to complete eligible activities
- Each corridor will receive one allocation of ~\$82,300
- 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-granting along Arcade Avenue can not also be funded via Neighborhood STAR)



Credit: StreetsMN

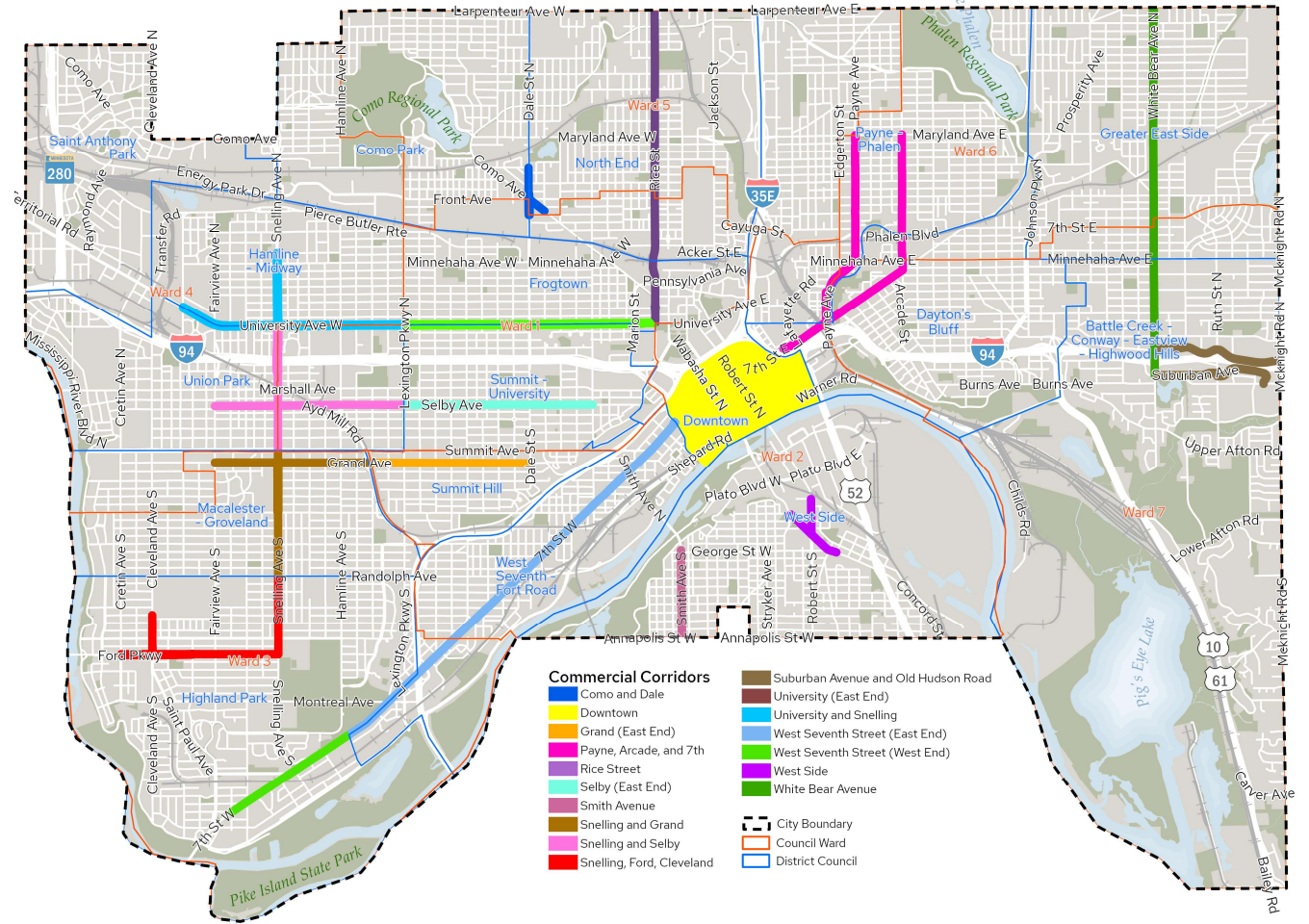


Credit: StreetsMN



Proposed geographies

There are 17 corridors that generally fall along district lines through the City





Eligible organizations

- This program is only open to identified organizations, which include District Councils and Business Support Organizations, with a history of providing economic development and community development services along the corridors.
- Organizations that are not identified may be included on an allocation in partnership with the identified organization.





Potential eligible activities

- Programs and projects funded through Economic Development STAR must result in a measurable economic development impact. The following are the proposed eligible activities for this program:
 - Corridor-wide beautification efforts (maximum amount per project is \$25,000)
 - Public art installations (maximum amount per project is \$25,000)
 - Development of plans for implementation of corridor-wide efforts
 - Plans must be finalized within 1 year of receiving funds.
 - Plans must have the ability to be implemented within 3 years.
 - Funding for implementation of plans created through this fund is not guaranteed to be provided from the City or HRA
 - Corridor marketing campaigns
 - Execution of community events meant to celebrate and showcase the corridor
 - Business sub-grants (Maximum amount per construction related project is \$25,000)
- 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



Organizations' readiness varies; organizations will have up to eight weeks to submit their projects/programs and associated budgets.

*** All times tentative based on actual program open date*



Outcome tracking

- ED STAR dollars must result in economic development impacts such as
 - Business openings and expansions
 - Adding jobs
 - Increasing pedestrian activity and traffic
 - Stabilized and increased tax base
- Quarterly check-ins with organizations
 - Project status
 - Project costs to date
 - Outcomes to date
 - Timing to execute project and updates on timeline
 - Updates and stories from organizations to showcase events, projects, and programs funded through C-COAP
- Annual report from organization at the end of the year detailing spending and outcomes



Credit: Visit St. Paul



Next steps

Finalize guidelines
based on feedback

Open program



Receive final
approval



Questions?

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