



STPAUL.GOV

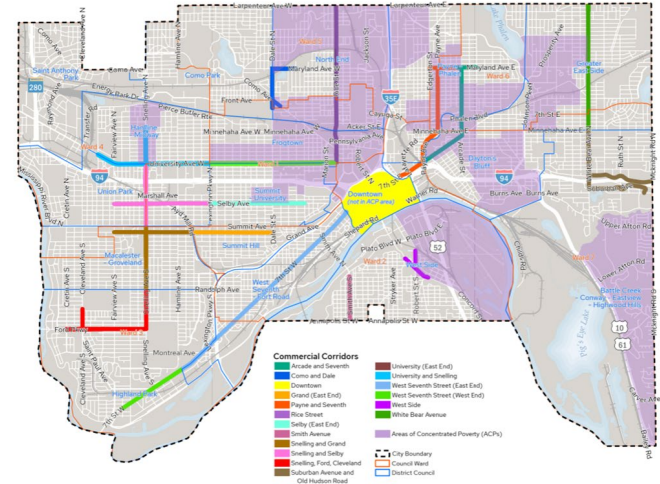
# Commercial Corridor Organization Assistance Program (C-COAP) Update July 23, 2025



# 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







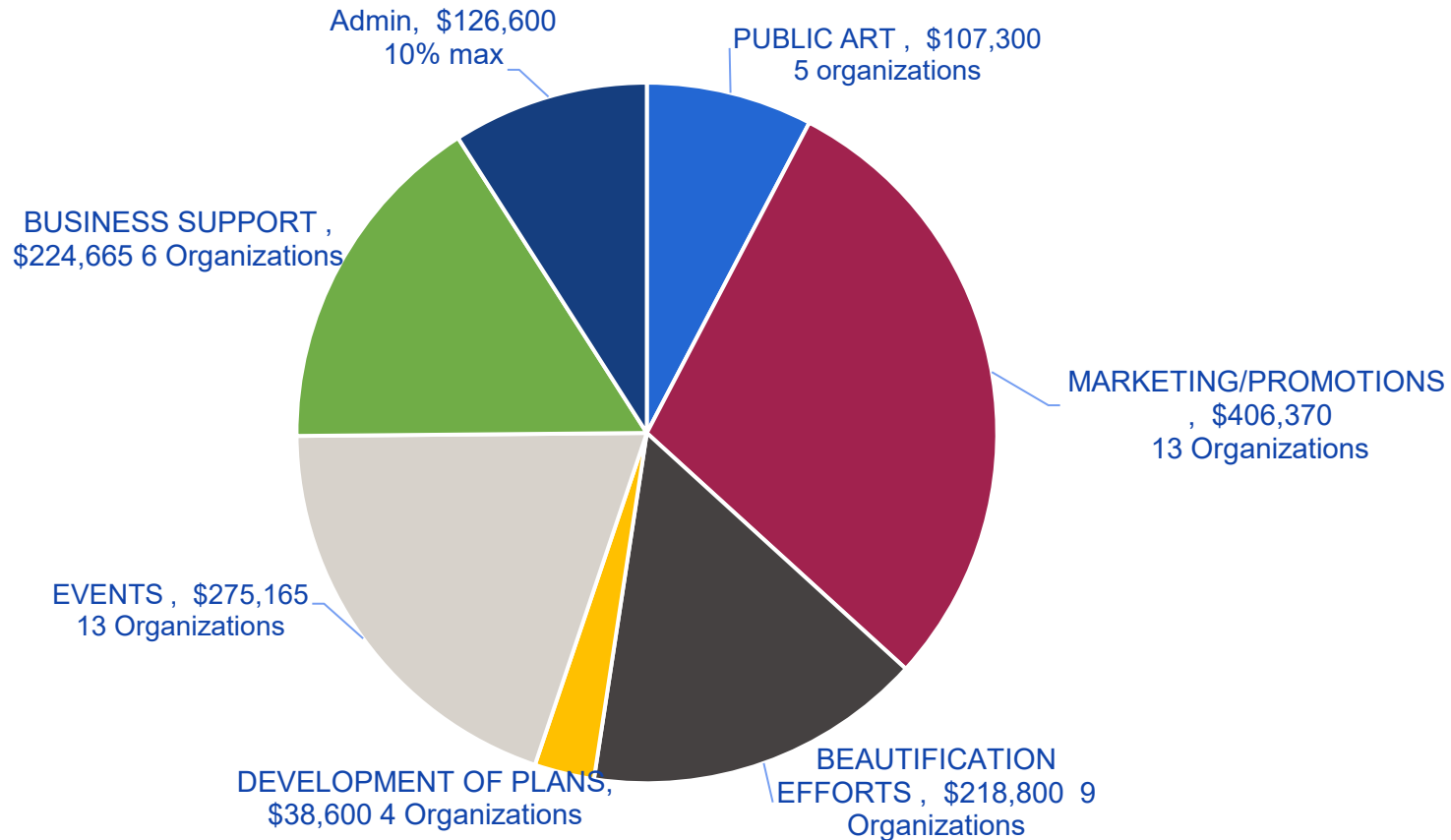
# Program Launch and Early Implementation

- Virtual info session held May 2<sup>nd</sup>
- 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

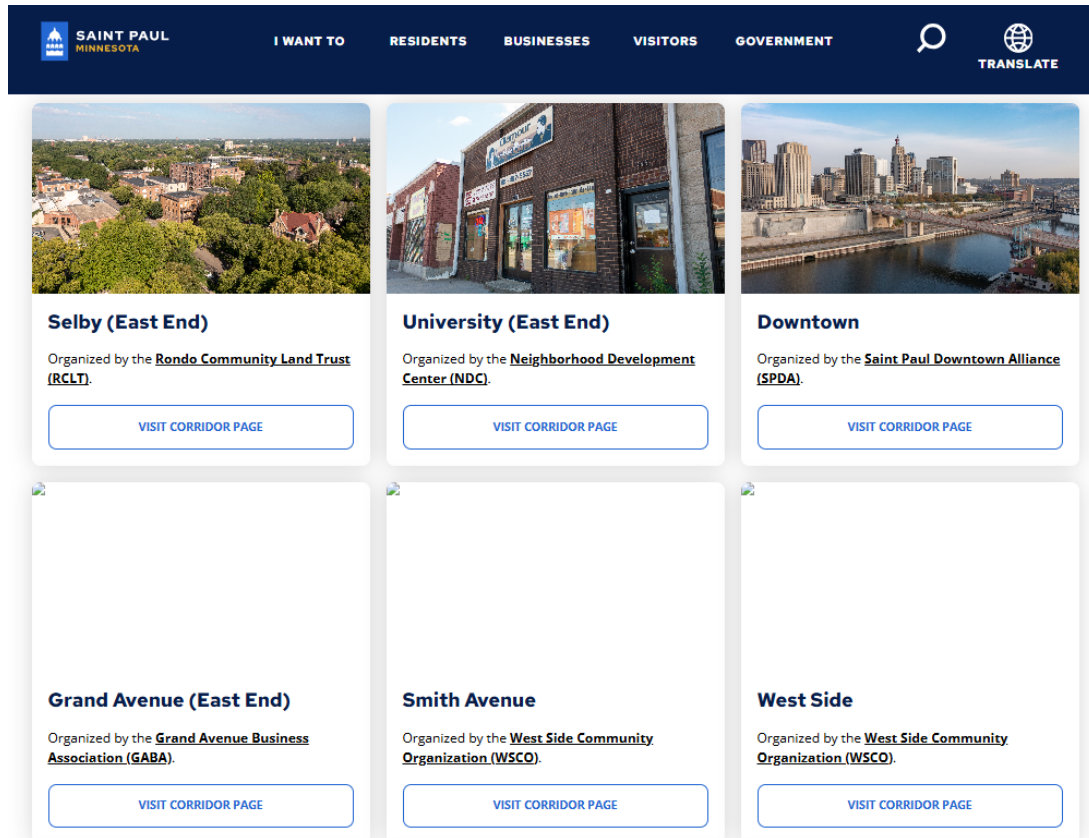


# Development of Plans

- 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
- Add updates and content to commercial corridor webpage
- Quarterly Report due Sept 30 will inform next HRA Update Memo



# Questions?

