

## Commercial Corridor Fund – Draft Proposal

The HRA is exploring a more flexible new grant fund to advance the economic well-being of the City of Saint Paul by supporting commercial corridors citywide. The fund will build capacity at business-support organizations to enhance their commercial corridors by planning events, marketing and promotion, supporting individual business needs, and making infrastructure or streetscape improvements.

Proposed eligibility: Business support organizations (or District Councils in areas where no business organization exists or is interested in applying)

Proposed eligible activities: To be eligible for funding, activities must be aimed at increasing the City's tax revenue, tax base and employment rates.

- Funding is intended to supplement, not supplant, existing activities. We're looking for new or expanded programming or ideas.
- Eligible activities include but are not limited to:
  - Marketing, promotional materials or events to promote the corridor
  - Streetscape elements (flower baskets, signage, lights, benches, public art)
  - Infrastructure (sidewalk repair, crosswalk painting, bumpouts, pedestrian safety signage)
  - Business grants to improve the appearance of the building and/or retain or attract tenants
  - Building or land acquisition

Proposed application process: Interested organizations will submit a letter describing their planned use of the funds and will sign an agreement to report on the outcomes achieved at the end of the year. Funds will be distributed on a rolling basis year-round.

### Questions

- 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?