



City of Minneapolis Great Streets Neighborhood Business District Program Business District Support (BDS)

Information Session

October 22, 2024

Great Streets Programs

Business District Support

- Annual competitive grant program
- Up to \$50,000

Façade Improvement Matching Grant Program

- Funding for nonprofit administrators
- Deadline was early October



Credit: Lake Street Council



Business District Support

Goals

- Enhance business district vitality
- Benefit existing businesses
- Diversify an area's client base
- Increase diversity of goods and services provided



Credit: West Broadway Business & Area Coalition



Business District Support

Eligibility

- Non-profit organizations
 - Business Associations
 - Community development corporations
 - Cultural and/or arts organizations
 - Neighborhood organizations



Credit: Longfellow Business Association

Business District Support

Eligible Areas

- Activities focused in eligible Great Streets areas
 - [Great Streets Eligible Area Map - City of Minneapolis \(minneapolis.gov\)](https://www.minneapolis.gov)
 - Criteria includes service area points. Activities must be located within designated area to receive points:
 - Cultural Districts (purple) – 10 points
 - [Cultural Districts - City of Minneapolis \(minneapolis.gov\)](https://www.minneapolis.gov)
 - Priority Eligible Areas (orange) – 5 points
 - Eligible areas (blue) – 0 points
- Activities with district-wide benefit





Business District Support

Eligible Activities - Examples and Encouraged

- Business/Economic Development
 - Marketing and Branding campaigns to drive traffic to businesses for the long-term.
 - Strategies to mitigate disruption during road construction
- Culture and Arts
 - Programming that celebrates or promotes the rich, diverse character and identity of a business district, while attracting local visitors and tourists to the area
- Proposals supporting the work of BIPOC Businesses
- Activities uplifting cultural identity, led by local ethnic, racial and cultural organizations, focused on areas with existing racial, ethnic and economic disparities





Business District Support

Ineligible Activities

- Financing commercial real estate, physical improvements
- Technical assistance to businesses
- Arts and cultural activities awarded funds from Arts & Cultural Affairs department
- General operating expenses





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Evaluation Criteria

- Service Areas – activities must be held within designated areas to receive points.
 - Cultural Districts 10 points, Priority Eligible Areas 5 points, Eligible Areas 0 points
- Proven Need, Clear Outcomes, and Significant Impact to the Economic Resources of the City
 - 15 points max
- Capacity of Organization, Connections to Engaged Partners (especially business owners in the district), and Readiness to Proceed
 - 10 points max
- Leverage and Budget
 - 5 points max

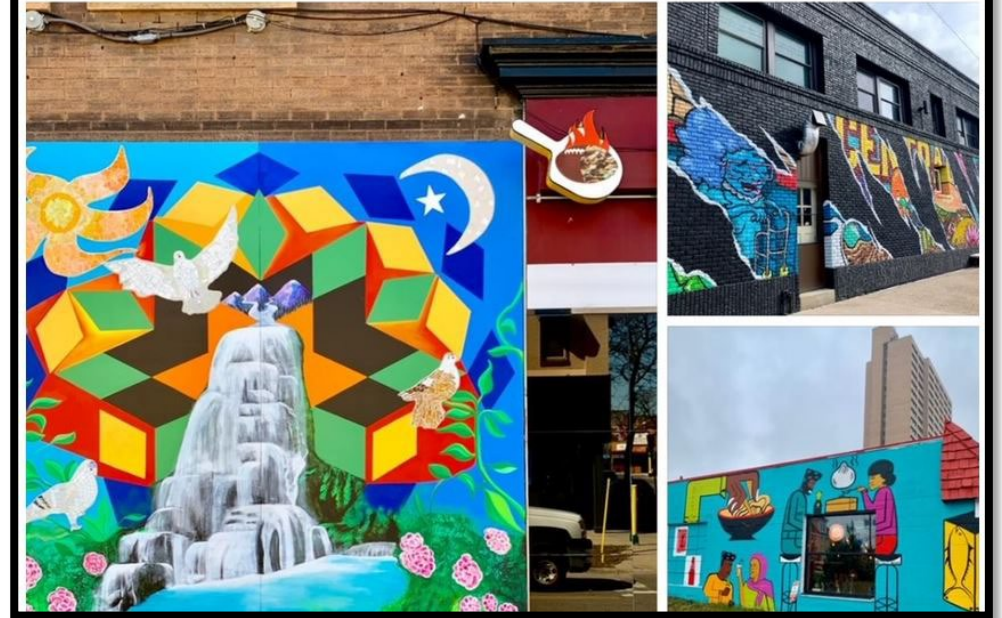


Business District Support

Grant Contract Terms

- 12-month contract
- Reimbursement-basis
- Performance-based contracts
- Deliverables attached to each activity to show impact of activities

Planning on attending Art-A-Whirl this weekend? Don't forget to check out the incredible murals along Central Avenue, brought to you by Mural Central! 🙌



Credit: Northeast Minneapolis Chamber

Business District Support

Proposal Requirements

- Proposal Form
- Budget Document – submit as Excel file

Deadline

- 4pm on Monday, November 25
- Email both to judy.moses@minneapolismn.gov





Business District Support

Timeline

- Deadline for Written Questions October 23, 2024
- Q&A Posted Online October 28, 2024
- Submission Deadline November 25, 2024, at 4:00 pm
- Proposal Review and Evaluation December 2024
- Recommendation to City Council January 2025
- Contract Dates (may vary) March 1, 2025 – February 28, 2026





Business District Support

Q & A

- Unmute to ask a question, or
 - "Raise your hand", or
 - Type your question into the chat
-
- All questions and answers from today will be answered in writing and posted on the NOFA website on Oct. 28, 2024



Contact

Judy Moses

Senior Economic Development Specialist

Judy.moses@minneapolismn.gov

612-673-5283

*Thank
you!!*

