



**Request for City Council Committee Action from the Department of Community Planning and Economic Development – CPED**

**Date:** April 28, 2009  
**To:** Council Member Lisa Goodman, Chair, Community Development Committee  
**Subject:** Great Streets Business District Support contracts

**Recommendation:** Authorize CPED staff to negotiate contracts for business district support activities consistent with recommendations given in the body of this report.

**Previous Directives:** (1) On April 27, 2007, the City Council reviewed and adopted the Great Streets neighborhood business district program. (2) On March 27, 2009, the City Council Adopted target categories for commercial nodes, corridors, activity centers, and LRT station areas as defined by *The Minneapolis Plan for Sustainable Growth*.

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Approved by:  
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Presenter in Committee: Kelly Hoffman, Senior Project Coordinator, CPED

**Financial Impact**

No financial impact – funds for this activity were appropriated in the 2009 budget process and are Levy and Legacy funds.  
Action is within the Business Plan.

**Community Impact**

Neighborhood Notification – An RFP soliciting proposals for business district support activities for Great Streets neighborhood business districts was released to neighborhood organizations, community development corporations, business associations, and other community partners. It was posted on the City’s website on January 7, 2009.

City Goals – A safe place to call home, One Minneapolis, Connected communities, Enriched environment, Premier destination.

Sustainability Targets – Economically vibrant neighborhood commercial districts create attractive urban neighborhoods for infill development, support efficient growth, and reduce the need for car travel to obtain necessary goods and services.

Comprehensive Plan – 4.1 Minneapolis will encourage reinvestment along major urban corridors as a way of promoting growth in all neighborhoods, and 4.3 Minneapolis will support development in Commercial Corridors where it enhances the street’s character, improves its ability to accommodate automobile traffic and foster pedestrian movement, and expands the range of goods and services offered.

Zoning Code: N/A

Living Wage/Business Subsidy Agreement  
Job Linkage

Yes \_\_\_\_\_ No  X   
Yes \_\_\_\_\_ No  X

### Supporting Information

The Great Streets neighborhood business district program, adopted by the City Council on April 27, 2007, is based upon an extensive study of strategies and tools to revitalize and sustain neighborhood business districts. CPED staff found that an array of strategies and tools can be successfully employed to revitalize and sustain urban neighborhood business districts, and the program provides support for the various strategies including the Façade Improvement Program, Real Estate Development Gap Financing, and Business District Support Grants. Business Finance tools are also marketed under the Great Streets program. Combining multiple tools and strategies is often required to achieve and sustain a vibrant business district. The Great Streets program was designed to support the wide range of revitalization strategies throughout the city.

Within the Great Streets program budget, \$650,000 was allocated to fund the second round of Façade Improvement Program and Business District Support grants. The Façade Improvement Program RFP issued on October 14, 2008 garnered only three proposals for additional (geographic) coverage for a total of \$130,000, all approved by Council on February 6, 2009. The City Council approved Façade Improvement Program contracts with Victory Neighborhood Association, African Development Center, and Field Regina Northrop Neighborhood Group. Staff proposed allocating \$500,000 for Business District Support grants, leaving \$20,000 available for real estate development projects.

The RFP (Attachment A) was issued on January 7, 2009, with proposals due February 27, 2009. The target contract amount was defined as between \$5,000 and \$50,000. The RFP broadly defined eligible activities as those that support the economic vitality of an entire business district or targeted segment of a business district (as opposed to a single property or business) including marketing, branding, planning, and business technical assistance. Because of declining economic conditions and the recognition of the need to support small businesses, the RFP stated that priority would be given to proposals for technical assistance to businesses. Recognizing the uniqueness of each business district and varying levels and types of needs, the program is meant to be flexible enough to support a wide range of revitalization strategies. The RFP specifically identified financing for real estate development, physical improvements to a single business or business loans as ineligible under the program guidelines.

There are 112 eligible geographic areas where adopted City policy supports commercial activities. These are the commercial corridors, commercial nodes, LRT station areas, and Activity Centers designated in *The Minneapolis Plan for Sustainable Development*. Eligible organizations are community development corporations, business associations, neighborhood organizations and other entities that have demonstrated capacity to perform the work proposed.

The Great Streets program prioritizes resources to areas with demonstrated need and where private investments augment public funding (See Attachment B). Eligible areas are grouped into three categories (intervene, support and monitor) based on several measures of economic health, need, and opportunity. These categories are defined below.

**Intervene** areas that are experiencing weak development interest or significant infrastructure or land assembly obstacles to attaining the City's commercial development goals;

<b>Support</b>	areas showing signs of resurgence, but that remain fragile and have some barriers to market development; and
<b>Monitor</b>	areas with strong market development and business activity.

The RFP (Attachment A) outlines the evaluation criteria to be applied in reviewing the proposals and establishes a point value for each criterion. The evaluation criteria includes: a) whether the business district was in an area identified as a priority for City investment (with intervene and support areas garnering more points than monitor areas), b) leverage (with more points for leverage in intervene and support areas than monitor areas), c) impact, visibility and public benefit, d) organizational capacity to perform the work proposed, e) alignment with recent planning efforts or infrastructure investments, and f) feasibility and readiness (pg. 5, Attachment A).

CPED received thirty-four proposals by the February 27, 2009 deadline, requesting a total of \$1,257,962. The proposals were reviewed by members of the Business Development division, the CPED Sector Teams and staff of the Local Initiatives Support Corporation, longtime organizational partner of the City for achieving commercial and community development.

Because of the great need and number high quality proposals, staff has allocated additional resources in order to fund a total of \$712,355. The balance of the Legacy fund will be \$1,680,492. The balance of the Legacy fund is available for the third round of Façade Improvement Program (to be offered in September 2009) and Business District Support grants (to be offered in February 2010) as well as gap financing for real estate development projects.

Staff recommends twenty proposals for full or partial funding, listed in ranked order, in Table 2. Staff will negotiate contracts with clearly identified measurable outcomes and deliverables. Contract payments will be based upon performance and the expected outcomes.

Having a clearly defined and agreed upon Scope of Services with measureable outcomes strengthens accountability. Organizations receive payment once they have submitted deliverables that clearly show the achievement of outcomes. Examples include class rosters (e.g., from technical assistance providers), description of loans packaged, marketing materials, event flyers, consultant's report, meeting minutes, etc. While the range of eligible activities is as varied as the strategies for commercial revitalization, measurement of performance is consistently required.

Eleven organizations were awarded Great Streets Business District Support Grants in 2008, totaling \$250,000. Activities were varied, reflecting the diversity of needs and revitalization strategies across the City. For example, the Lake Street Council received funding for marketing activities and produced rack cards marketing the Lake Street corridor. These brochures are distributed through the convention center, drawing new visitors to support the local businesses. They also hosted a series of marketing seminars for business owners. Not only were these very well attended but Lake Street Council learned that they are self sustaining. Because the seminars were so worthwhile, future sessions will be funded through small fees paid by the attendees. The Great Streets program provided the seed money to test an idea. This year, Lake Street Council is applying for funds for different area wide marketing strategies that build off of this success and continue to implement a carefully designed marketing strategy.

Another example is Northside Economic Opportunity Network (NEON). NEON is providing critical technical assistance services to entrepreneurs and existing businesses in North

Minneapolis. Through NEON, businesses access business planning services, learn accounting skills, have access to free legal advice, learn about taxes, understand cash flow projections, and marketing. NEON also helps hard-to-finance businesses access capital – especially important given the tight credit market. Last year, NEON creatively packaged a loan, with four funding sources, for Local D’Lish. NEON proposes to build on this and continue to provide these services for Northside businesses.

Victory Neighborhood Association (ViNA) received funds to complete a pedestrian needs analysis with recommendations for the very visible commercial node at 44<sup>th</sup> Ave. North and Penn Ave. North. This node is home to successful businesses such as Steamworks and Sauced and is heavily traveled but the pedestrian environment makes it difficult to move freely and safely. The report resulted in concrete, actionable strategies to reconfigure the intersection. The neighborhood is working on implementation with a variety of partners including the City and Council departments of Public Works. These are just a few examples of activities that the Great Streets Business District Support funding has supported.

**Description**

The thirty-four proposals received represent a wide range of commercial revitalization strategies including business technical assistance, marketing/branding, special events, retail recruitment, planning/analysis, business directory development, public safety, and organizational work. Fourteen proposals were from the North Sector, nine from the South Sector, six from the Southwest Sector, four from the East Sector, and two from Downtown (one proposal included activities in both the South and Southwest Sector). Staff is recommending funding twenty-one proposals.

The top-ranked five of the thirty-four proposals for funding focus on revitalizing the City’s two areas designated for intervention, West Broadway Avenue and Cedar Riverside. When evaluated for economic health and categorized (as reported to the Community Development Committee on March 10, 2009) these two areas were notably lagging behind other neighborhood business districts. The proposals recommended for funding through the Great Streets program are consistent with the small area plans and the economic development strategies for these areas; they represent important components of a broader CPED effort to revitalize these business districts.

The categorization system used for funding decisions is based on measures of economic health and is designed to focus public resources in areas of need and opportunity. Of all thirty-four proposals received, fourteen are from areas identified for intervention, nine are from support areas and five from monitor areas. The balance (six) are for activities with multiple geographic areas with different designations. Only one recommended proposal is from an area categorized as monitor. The proposed activities for Uptown are recommended because it is considered a very important commercial area, with a regional draw, and has begun to experience some challenges. A small investment, matched by the business organization, could be all that is needed to keep this area economically healthy and vibrant.

**Table 1: Great Streets Business District Support Grants: Recommended for Funding**

Proposer	Description	Eligible Area covered	Ward	Amount requested	Amount recom
Catalyst Community Partners	Business Development, retail recruitment, site development, retail recruitment messaging materials	West Broadway (river to Penn, priority on 900-1200 blocks)	3,4,5	\$50,000	\$50,000

African Development Center	T/A, business planning, workshops on bookkeeping and accounting, Quickbooks + training	(1) Cedar Riverside LRT area (2) Franklin Ave, (3) East Lake, (4) Midtown Lake, (5) West Lake?, (6) Nicollet Ave, (7) Central Ave	<u>2</u> ,9,8,1,6,10	\$50,000	\$50,000
West Bank Business Association	Public safety activities, branding and marketing, special events	(1) Cedar Riverside LRT station areas, (2) Cedar, (3) Riverside	2	\$50,000	\$50,000
PEACE foundation	FLOW	West Broadway	3,4,5	\$10,000	\$7,500
Women Venture	T/A to existing and new businesses	West Broadway	3,4,5	\$50,000	\$50,000
LEDC	T/A - bookkeeping, liscensing, etc.	(1) Midtown (2) East Lake Street (3) Central Ave	9,1	\$50,000	\$50,000
NEON	T/A : business planning, marketing, financial counseling, legal, etc.	(1) West Broadway (2) other eligible N Side areas ( <i>there are 11 total</i> )	3,4,5	\$30,000	\$30,000
East Downtown Council	Market analysis; economic redevelopment plan	Chicago Ave (work area is Chicago Ave, North of 17th)	7	\$49,945	\$49,945
Lake Street Council	Marketing: radio ads, airport ads; business recruitment; Way finding from Greenway	(1) East, (2) Midtown, (3) West Lake St	8,9	\$50,000	\$50,000
KMOJ	Business marketing, advertising, shop local message, marketing N Side, develop PSA	West Broadway	3,4,5	\$27,210	\$27,210
Folwell Neighborhood Association w/ Cleveland Neighborhood Association, Hawthorne Neighborhood Association, Jordan Area Community Council, McKinley Community	Comprehensive plan for Lowry between Theodore Wirth Parkway and 2nd Ave North including econ development plan for Lowry commercial nodes	(1) Penn & Lowry, (2) Emerson & Lowry, (3) Lyndale & Lowry	4,5	\$50,000	\$25,000
Seward Redesign w/ SENA	Business recruitment merchandising and design svcs; encourage investment; business organizing; branding	(1) 38th St LRT, (2) 46th St LRT, (3) 28th Ave & 42nd St, (4) Cedar & 42nd St, (5) Cedar and Minnehaha	8,9,12	\$50,000	\$50,000

MCCD/NDC	RE transaction analysis, database, and market analysis; marketing campaign; T/A ; business district capacity bldg	38th & Chicago	9	\$30,000	\$30,000
NDC, Mercado Central	Market Analysis, marketing campaign, T/A, business resource center,	Midtown Lake St (Mercado Central:43 businesses), resource center: Lake St, target Bloomington/Lake node	9	\$50,000	\$29,000
Seward Redesign	Develop tenant recruit packet, recruit businesses; direct work w/ prop owners; business marketing/directory	(1) Franklin Ave (LRT to river) (2) Franklin Ave LRT (east side)	2	\$40,450	\$40,450
Northside Arts Collective	12 performing arts showcases at the Capri to activate and bring people to the district	West Broadway	3,4,5	\$19,500	\$19,500
NECDC	Window merchandising; T/A for restaurants on marketing	Central Ave 18th Ave NE to 26th Ave NE	1	\$20,000	\$20,000
Franklin Area Business Association	T/A provided by MCCD: business planning, cash flow and finance projections, marketing, feasibility, licensing	Franklin Ave betw. 35W and Hiawatha	2	\$15,000	\$15,000
WBC	Develop and implement Safe Zone	West Broadway	3,4,5	\$50,000	\$35,000
Northside Arts Collective	Market Analysis: viability of arts coop retail space	West Broadway	3,4,5	\$40,514	\$10,000
Uptown Association	Branding, development of marketing materials including brochures, website, banners	(1) West Lake St, (2) Lake/Hennepin, (3) Lyndale	10	\$47,500	\$23,750

**Recommended for Funding: Rationale for funding recommendations**

Catalyst Community Partners – West Broadway - \$50,000

This proposal for retail recruitment and innovative business development strategies addresses a critical need on West Broadway, an intervention area of the Great Streets program. It demonstrates strong leverage with funding from multiple funding sources and demonstrates leverage of relationships too. The proposal is consistent with the recent West Broadway Alive small area plan and Catalyst proposes a coordinated effort with West Broadway Coalition and WomenVenture. The request is for support of work already underway, and therefore rates highly for feasibility and readiness.

African Development Center (ADC) – Cedar Riverside - \$50,000

This proposal for entrepreneurial training and business technical assistance addresses an area identified for intervention. ADC has demonstrated a strong capacity for the proposed activities and has a proven track record with measurable results. The effort is consistent with the economic development recommendations of the recent Cedar Riverside small area plan. The request is for support of ongoing work, and therefore rates highly for feasibility and readiness. With support from the Great Streets Real Estate Development Gap Financing

program, ADC recently purchased a building to renovate, establishing even stronger roots in Cedar Riverside.

West Bank Business Association – Cedar Riverside - \$50,000

This proposal is for public safety activities, marketing and branding, and special events designed to attract people to Cedar Riverside to enjoy arts and entertainment and support the businesses. This is a Great Streets area identified for intervention and the proposed activities address real needs. Therefore, staff and the sector team feel this work is critical. This request builds off work already started and therefore is deemed feasible and ready. Building this organization's capacity to help influence the future Central LRT station was viewed as an ancillary and important benefit to City's support of these proposed activities. With financial support from NRP, U of M Good Neighbor Fund, University District Alliance, and others, leverage is high.

Peace Foundation – West Broadway - \$7,500

This proposal to support a marketing event addresses an area identified for intervention. The FLOW Northside Arts Crawl is arguably the single most important annual event changing perceptions of West Broadway (through both direct experience and positive media coverage), community building, and introducing Minneapolis residents both from the Northside and elsewhere to businesses along the avenue. It also provides support for the arts in North Minneapolis, one part of a comprehensive approach to community development. The request is for support of an annual event with proven success, and therefore rates highly for feasibility and readiness. Though the Peace Foundation requested \$10,000, staff recommends maintaining the level of City financial support for this event at \$7,500 and encourages greater business financial support.

WomenVenture – West Broadway - \$50,000

This proposal for business technical assistance is a continuation of WomenVenture's work begun last summer in an area identified for intervention. WomenVenture has a successful track record of providing business technical assistance in the Twin Cities and over the past year has built strong relationships in North Minneapolis. In addition to technical assistance, as a Community Development Financial Institution, WomenVenture provides access to capital, especially important in the current economy. The proposal is consistent with the economic development recommendations of the recent West Broadway Alive small area plan. The request is for support of work that WomenVenture has begun, and therefore rates highly for feasibility and readiness.

Latino Economic Development Center – East Lake Street - \$50,000

This proposal for entrepreneurial training and business technical assistance focuses on Lake Street and Central Avenue, important support corridors. LEDC has demonstrated a strong capacity for the proposed activities and received Business District Support funding in 2008 for the organization's technical assistance to Lake Street businesses. Business technical assistance to support sound business decisions will likely be vitally important to success of small businesses on Lake Street and Central Avenue. LEDC has shown strength in providing core services as well as an ability to adapt and provide training in response to business needs. The request is for support of ongoing work, and therefore rates highly for feasibility and readiness.

NEON – West Broadway - \$30,000

This proposal for business technical assistance addresses a critical area of the City and one where these services have proven valuable. NEON provides business planning services as well as access to legal consultation, financial planning, and other business support. NEON received funding in 2008 and has proven to be an effective organization working with North

Minneapolis businesses and entrepreneurial North Minneapolis residents. The proposal is consistent with the economic development recommendations of the recent West Broadway Alive small area plan.

East Downtown Council – Chicago Ave - \$49,945

This proposal focuses on developing an economic development strategy for Chicago Ave/Elliott Park area, recently designated as intervene through the Great Streets program. The activities proposed include conducting a market analysis that informs concrete strategies with action steps to spur development in this area. This area has tremendous development potential, with significant underutilized parcels and substantial institutional users at the edge of the Central Business District.

Lake Street Council – East Lake Street - \$50,000

This proposal for marketing and branding addresses an area targeted for support. The Lake Street Council continues to implement a multi-year marketing strategy, building off of the successes of 2008. This organization has a great deal of capacity and proven track record of implementing marketing strategies resulting in real benefits for the businesses. The proposal rates strongly on feasibility and readiness.

KMOJ – West Broadway- \$27,210

This proposal is for business marketing, training, “Shop Local” messaging, and advertising. This year KMOJ will move into their new home – the redeveloped Delisi building at Penn and Broadway. The proposed activities aim to change perceptions about North Minneapolis, encourage residents to support local businesses, and teach businesses how to use the media to increase customer traffic. KMOJ will also use the airwaves to keep the community informed about development projects. KMOJ proposes working with the West Broadway Coalition and is donating time as leverage.

Folwell Neighborhood Association with Cleveland Neighborhood Association, Hawthorne Neighborhood Association, Jordan Area Community Council, and McKinley Community – Lowry Ave. N./Lyndale Ave. N., Lowry Ave. N./Penn Ave. N., Lowry Ave. N./Emerson Ave. N. - \$25,000

This proposal is to develop a comprehensive redevelopment plan for Lowry Ave between Theodore Wirth Parkway and 2<sup>nd</sup> Ave North. The plan will make recommendations for the whole corridor including the three commercial nodes along Lowry Ave. These five neighborhood groups have come together and each are contributing \$5000, giving it high marks for leverage. CPED Planning staff will lead this planning effort, ensuring consistency with City policies and process, and reducing the need for consulting services. Staff recommends funding \$25,000 for match the neighborhood contributions for consulting services and providing in kind staff services for this redevelopment plan.

Seward Redesign with SENA –38th St LRT, 46th St LRT, 28th Ave & 42nd St, Cedar & 42nd St, Cedar and Minnehaha - \$50,000

This proposal is for business recruitment activities to fill vacant storefronts and increase commercial activity at the designated areas. Activities include direct work with property owners on building improvements and design services. Direct work with businesses includes business organizing and branding. Seward Redesign is a community development corporation with demonstrated capacity and real estate development skill.

MCCD/NDC – 38<sup>th</sup> St. E. and Chicago Ave. S - \$30,000

This proposal is for real estate and market analysis, marketing and branding work, and business technical assistance for this commercial node designated for intervention. This work is aligned with the recommendations of the small area plan for this area. With the development of the Chicago Avenue Fire Arts Center, this is an appropriate time to establish

the best business mix for this node and to develop strategies for filling vacant storefronts with viable businesses. The two proposing organizations, Metropolitan Consortium of Community Developers and Neighborhood Development Center have the capacity and experience to produce high quality work.

NDC/Mercado Central – Midtown Lake St/Mercado Central - \$29,000

Mercado Central is a cooperative that is home to 43 small businesses. This proposal is to support a market study and marketing campaign with a repositioning component and to provide technical assistance for businesses in order to improve the viability of the Mercado Central. The Mercado Central also includes a Business Resource Center which is available for use by businesses not located in Mercado Central. Not recommended is funding for a 10 year celebration event and portions of the budget for marketing materials. Staff is encouraging additional business participation to support the marketing efforts.

Seward Redesign – Franklin Ave - \$40,050

Seward Redesign will perform tenant recruitment activities, marketing, direct work with property owners to encourage building improvements and private investment, and marketing events to bring customers to the district. Seward Redesign has a good track record, proven capacity, and skilled staff for this work.

Northside Arts Collective – West Broadway - \$19,500

This proposal is for seed money for performing arts showcases at the Capri Theater, at Penn and West Broadway. The Great Streets dollars would support 12 performing arts events in summer 2009 with revenues reinvested to present future events. This is an important block of the West Broadway corridor, anchored by the soon to be developed Delisi building and the Capri Theater. The Capri Theater is an asset and through these performances will attract new people to the community to support local businesses and change perceptions of the area.

NECDC– Central Avenue - \$20,000

This proposal addresses an area identified for support. NECDC has demonstrated capacity for the activities recommended for funding and the proposed activities are aligned with the adopted plan. NECDC will provide window merchandizing services and business technical assistance, targeted to restaurants. NECDC has experience providing these services and therefore this proposal ranks high for feasibility and readiness.

Franklin Area Business Association – Franklin Ave. (West of Hiawatha) - \$15,000

This proposal is for business technical assistance services for businesses located on Franklin Ave. between 35W and Hiawatha Ave. These businesses will access MCCD staff who will provide varying levels of technical assistance, tailored to the individual needs of the business. By utilizing a well established provider with capacity, this proposals scores high for feasibility and readiness.

West Broadway Coalition – West Broadway - \$35,000

This proposal is for West Broadway Coalition to develop and implement a Safe Zone on West Broadway, modeled on the highly successful downtown Safe Zone. Addressing public safety concerns is critical to the success of an economic development strategy. WBC proposes to utilize partnerships with existing organizations to do “street outreach” and provide referral services to job training and other social services. Staff recommends providing \$35,000 of the requested \$50,000 through the Great Streets program. A probable match of \$15,000 from a funding partner has been identified.

Northside Arts Collective – West Broadway - \$10,000

This proposal is for an analysis of the viability of a retail and gallery space owned by a cooperative of artists. The concept is to develop a business model where artists can display

and sell their artwork in a prominent storefront on West Broadway. In addition to business opportunities for artists, this positive presence on West Broadway would have benefits for the whole business district. This concept is well aligned with the vision and recommendations articulated in the West Broadway Alive plan. Components of the proposal not recommended for funding are organizational marketing and branding and the Business of Art (BOA) workshop series. The funding round was so competitive, organizational work did not score as highly as activities impacting the entire district. The review team felt the BOA series could potentially be done in partnership with another arts organization that provides this type of education and skills training for artists.

**Uptown Association - West Lake St, Lake/Hennepin, Lyndale Ave. S. –\$23,750**

This proposal is for activities that are part of a rebranding and marketing effort for Uptown. These include brand development, development of marketing materials including brochures, website, maps, posters, flyers, and signage, radio spot and advertising in local newspapers and magazines. Uptown is a monitor area and rates generally high on indicators of economic health. It is arguably one of the most important commercial areas and attracts shoppers and visitors from outside of the city. This grant award is half of the amount requested and will be contingent upon the ability to raise a match.

**Not Recommended for Funding**

Thirteen proposals are not recommended for funding (Table 3). Staff will communicate the rationale for not recommending funding to the organizations that submitted these proposals. This round of was very competitive and priority had to be given to the proposals that would likely have the biggest impact and provide the most support to small businesses during these tough economic times. The review team was impressed with the quality of proposals and the level of oversubscription demonstrates the great commercial revitalization work being done across the city.

**Table 2: Great Streets Business District Support Grants: Not Recommended for Funding**

<b>Proposer</b>	<b>Description</b>	<b>Eligible Area</b>	<b>Ward</b>	<b>Amt Req</b>
Obsidian Arts	Artist created window installations (made from products the business sells): marketing focus	West Broadway	3,4,5	\$22,366
Sheridan Neighborhood Organization	Branding, marketing campaign, website development, tree lighting	13th Ave NE & University Ave NE	3	\$49,650
Victory Neighborhood Association	Façade and streetscape improvements plan; branding	Penn Ave N & 44th Ave N	4	\$50,000
Harrison Neighborhood Association	District branding; marketing plan; T/A to businesses	Van White Blvd and Glenwood (node) and Glenwood (Corridor)	5	\$50,000
Ventura Village	Banners	E. Franklin, W of Hiawatha	6	\$20,000

Loring Business Association	Develop and print Loring Area map directory brochure (marketing), distribute via mail, and redesign/udpate LoringDowntown.com	(1) Nicollet Ave S (1-94 to 10th St S) (2) Hennepin Ave (Groveland Ave and 10th St S)	7	\$35,000
South Hennepin Business Association	Reorganize special service district into a BID-like model (like Downtown Improvement District)	S. Hennepin, betw Franklin and W 28th St	6,10	\$45,000
Nicollet-East Harriet Business Association	Marketing/branding	(1) 38th & Nicollet, (2) 43rd & Nicollet, (3) 46th & Nicollet, (4) 36th & Bryant, (5) 46th & Bryant (6) 36th and Lyndale, (7) 40th and Lyndale, (8) 48th and Nicollet, and (9) 38th and Grand	8,10,11,13	\$50,000
Linden Hills Business Association	Production of media segments highlighting businesses	(1) 44th & France (2) 43rd & Sheridan	13	\$18,000
Willard Homewood Residents	Mapping of residential properties, development of website, plan for vacant lots, banners	Plymouth Ave N & Penn Ave N	5	\$19,800
Windom Community Council	Windom businesses directory - design, print and deliver to residents	(1) Nicollet & Diamond Lake Rd, (2) 54th & Lyndale, (3) 58th & Lyndale, (4) 60th & Nicollet (proposal doesn't indicate these nodes specifically)	11,13	\$10,000
Midtown Phillips Neighborhood Association	Planning work associated with development of ped bridge over Hwy 55 to connect E. Phillips/Midtown to LRT station	(1) Bloomington Ave & 25th and (2) Franklin LRT	9	\$8,000

**Rationale for recommending proposals not be funded**

Sheridan Neighborhood Organization – 13th Ave NE & University Ave NE- amt requested \$49,650

This proposal is for continuation of branding work and includes marketing, web development, entry signage and tree lighting. Given the competitiveness of this round, this proposal for marketing and streetscape improvements for a single node did not receive a high enough score to be recommended for funding.

Victory Neighborhood Association – 44<sup>th</sup>/Penn – amt requested \$50,000

This proposal is for a study and recommendations for streetscaping improvements that incorporate branding elements at this node. This organization received Great Streets funding for a pedestrian improvement study which resulted in concrete recommendations for improvements that would enhance safety for pedestrians. The review team felt the organization should focus on implementing those recommendations carefully evaluate whether streetscape elements are desirable or sustainable at this small node. Streetscape elements would require the node to establish a Special Service District and impose assessments for maintenance and possibly capital. Given the competitiveness of this round, there is not sufficient immediate impact from this investment.

Harrison Neighborhood Association - Van White and Glenwood (node) and Glenwood (Corridor) – amt requested \$50,000

This proposal is for development of a business directory, area brand, and referrals to organizations providing business technical assistance. The number of businesses within the eligible areas is extremely limited and printed directories are inconsistent with City sustainability objectives and an unproven vehicle for generating business. This proposal scored low for impact, need, and leverage.

Ventura Village - E. Franklin, W of Hiawatha – amt. requested \$20,000

This proposal for banners scored low for impact, readiness, and leverage. The goal of the banners is to establish a brand for the area and the review team felt that there was some preliminary work to be completed before banners could be designed, produced, and installed.

Loring Business Association - Nicollet Ave S (1-94 to 10th St S), Hennepin Ave (Groveland Ave and 10th St S) – amt requested \$35,000

This proposal is for the development of a business directory to be distributed to Loring Park residents. Production of a business directory was proposed by several organizations and the review team did not score these highly. Printed directories are inconsistent with City sustainability objectives and an unproven vehicle for generating business. This proposal also did not include any leverage of other funds.

South Hennepin Business Association - S. Hennepin, between Franklin and W 28th St – amt requested \$45,000

This proposal is for the reorganization of a special service district to a downtown BID-like model. While the review team thought the concept was worth further investigation, it wasn't deemed to have an immediate and direct impact on the business viability and success in this area. This proposal also did not include leverage and is for a monitor area.

Nicollet East Harriet Business Association - 38th & Nicollet, 43rd & Nicollet, 46th & Nicollet, 36th & Bryant, 46th & Bryant, 36th and Lyndale, 40th and Lyndale, 48th and Nicollet, and 38th and Grand – amt requested \$50,000

This proposal is for branding and marketing activities for nine South Minneapolis nodes. This proposal scored low for need (all but one of the nodes is monitor) and impact given that these nodes are dispersed over a wide geographic area.

Linden Hills Business Association - 44th & France, 43rd & Sheridan- amt requested \$18,000

This proposal is for the production and airing of video spots highlighting the area businesses. The review team thought this was an interesting idea and one that should be explored a larger, city-wide scale. This area is categorized as monitor. Advertising for specific businesses in a monitor area does not meet the Great Streets criteria of area wide revitalization for demonstrated need.

Willard Homewood Residents - Penn & Plymouth – amt requested \$19,800

This proposal is for work in the Willard Homewood neighborhood, in the "Artists Core". The neighborhood group proposes to continue to work they have started which aims to get

vacant foreclosed homes in the ownership of artists. Activities include information collection, property mapping, and creation of banners. While strengthening the residential community is critical to the success of the commercial node (Penn Ave. N. and Plymouth Ave. N.) but did not feel that this was a good match for Great Streets funds to support commercial vitality.

Windom Community Council - Nicollet & Diamond Lake Rd, 54th & Lyndale, 58th & Lyndale, 60th & Nicollet – amt requested \$10,000

This proposal is for the design, printing, and delivery of one directory to every Windom resident. The review team felt that like the other requests for production of a business directory, when compared to the potential impact some of the other proposed activities could have, this proposal had a low score. Printed directories are inconsistent with City sustainability objectives and an unproven vehicle for generating business. This is a monitor area.

Midtown Phillips Neighborhood Association - Bloomington Ave & 25<sup>th</sup>, Franklin LRT- amt requested \$8,000

This proposal is to support the development of a plan to construct a pedestrian bridge linking the neighborhood to the Franklin Ave LRT station area. The proposed study would not have short or medium term impacts to the business district at Bloomington and 25<sup>th</sup>.

Obsidian Arts- West Broadway – amt requested \$22,366

This proposal is for window merchandizing using products sold in the store. The proposed activities creatively use public art to market the area and draw attention to the businesses on West Broadway. The review team thought this was a creative idea but given the competitiveness of the round and the number of proposals recommended for funding on West Broadway, this proposal was not viewed as impactful as some of the other proposed activities.

