



CORRIDOR PROGRAM PILOT

ECONOMIC AND WORKFORCE
DEVELOPMENT COMMITTEE

FEBRUARY 3, 2023



BRENDA HICKS-SORENSEN

DIRECTOR

ECONOMIC DEVELOPMENT DEPARTMENT

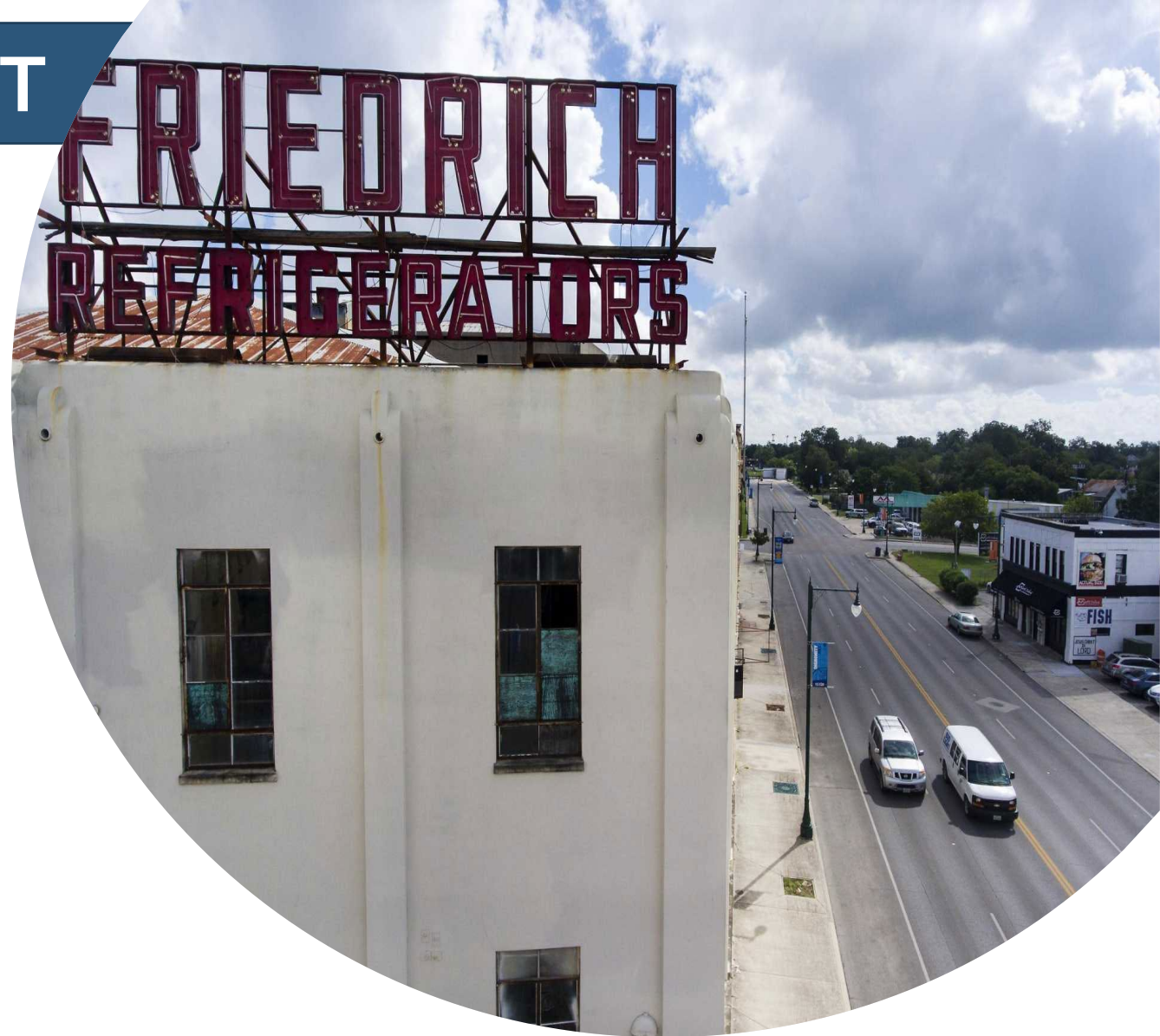
ARPA FUNDING

- On June 23, 2022, City Council approved the Small Business Implementation Plan for American Rescue Plan Act (ARPA) funding approved by Council on February 3, 2022
- \$30.95 M allocated for small businesses:
 - Access to Capital;
 - Capacity Building;
 - Ecosystem Enhancements;
 - Localism; and
 - Geographic Placemaking
- \$5.25M for Geographic Placemaking
 - \$1M for Corridor Program Pilot
 - \$3M for Operation Facelift 2.0
 - \$1.25M for Outdoor Spaces Program



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- \$1M in dedicated ARPA funding
 - Two+ year, \$131.5K contract with Main Street America (MSA) for application support and administration, program development, local capacity building, and overall corridor improvement implementation
 - \$18.5K for program application marketing, outreach, and coordination
 - \$850K for investments in two (2) corridor pilots, including organizational funding support and corridor development technical assistance





- National Main Street Center established in 1980
- A program of the National Trust for Historic Preservation, established by Congress in 1949
- Main Street America (MSA) has helped over 2,000 communities across the country
- Neighborhood Services – a program of MSA – provides services that restore economic vitality and promote quality of life in under-sourced older and historic neighborhood commercial districts



MAIN STREET APPROACH™



ORGANIZATIONAL CAPACITY



- “Managing organization” must be a (501c3, c4, c6) *or become one*.
- Based in *or* have significant presence in the corridor neighborhood.
- Proven ability to convene small businesses, property owners, residents, institutions, and local stakeholders.
- A track record of achieving measurable community outcomes.
- Sufficient staffing and sound financials to sustain economic development work in the neighborhood.
- Backing of institutions or other organizations that have a proven track record in the community.

CORRIDOR CHARACTERISTIC

- Number / concentration of businesses;
- Types of businesses;
- Current and/or potential walkability (“Walkability Score”);
- Size of the proposed corridor (measured in miles & number of city blocks);
- Combined Equity Score for the corridor location; and
- Current vacancy rates within the proposed corridor



LOCATION, INVESTMENTS, and PARTNERSHIPS

Alignment with Existing City Plans & Priorities

- Area is part of a Priority Corridor identified in an adopted or currently underway SA Tomorrow Sub-Area Plan or Regional Center Plan
- Location is within or adjacent to an existing TIRZ

Corridor Partnerships

- Commitments by philanthropic and/or private partners to applicant to match or augment Corridor Program investment.
- Collaborations with existing businesses property owners, as well as public, private, non-profit, and academic institutions.

Public Investments - Past, Current, & Future

- 2012, 2017, and 2022 Bond Programs
- Infrastructure Management Plan (IMP) Investments 2017 – 2027;
- Other public sector investments - parks, senior centers, libraries, public transit (VIA), utility infrastructure etc.
- Art and cultural investments

SCORING CRITERIA OUTLINE

| Corridor Application Points Distribution | |
|--|-----|
| Organizational Capacity | 30 |
| Corridor Characteristics | 30 |
| Public Investment | 20 |
| Alignment with Existing City Plans | 10 |
| Corridor Partnerships | 10 |
| TOTAL POINTS | 100 |

CORRIDOR PROGRAM APPLICATION REVIEW COMMITTEE

1. Economic Development Department
2. Planning Department
3. Transportation Department
4. Neighborhood and Housing Services Department
5. Office of Historic Preservation
6. Community Member / Organization Representative I
7. Community Member / Organization Representative II

FUNDING SUPPORT

For each of the two selected corridors:

- Up to \$200K in operational funding support:
 - \$25,000 (June 2023 – September 2023)
 - \$100,000 (October 2023 – September 2024)
 - \$75,000 = (October 2024 – September 2025)
- Up to \$225K in project implementation and/or technical assistance contract funding to support the overall strategy



TIMELINE



- City Council Briefing
 - February 2023
- Application Outreach, Submission & Review
 - February 2023 – May 2023
- Pilot Corridors Selected/EWDC Briefing
 - June 2023
- Main Street Programs, Training, and Corridor Support
 - June 2023 – August 2025
- Final Pilot Assessment
 - September 2025



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