



CORRIDOR PROGRAM PILOT

ECONOMIC AND WORKFORCE
DEVELOPMENT COMMITTEE

FEBRUARY 3, 2023



BRENDA HICKS-SORENSEN

DIRECTOR

ECONOMIC DEVELOPMENT DEPARTMENT

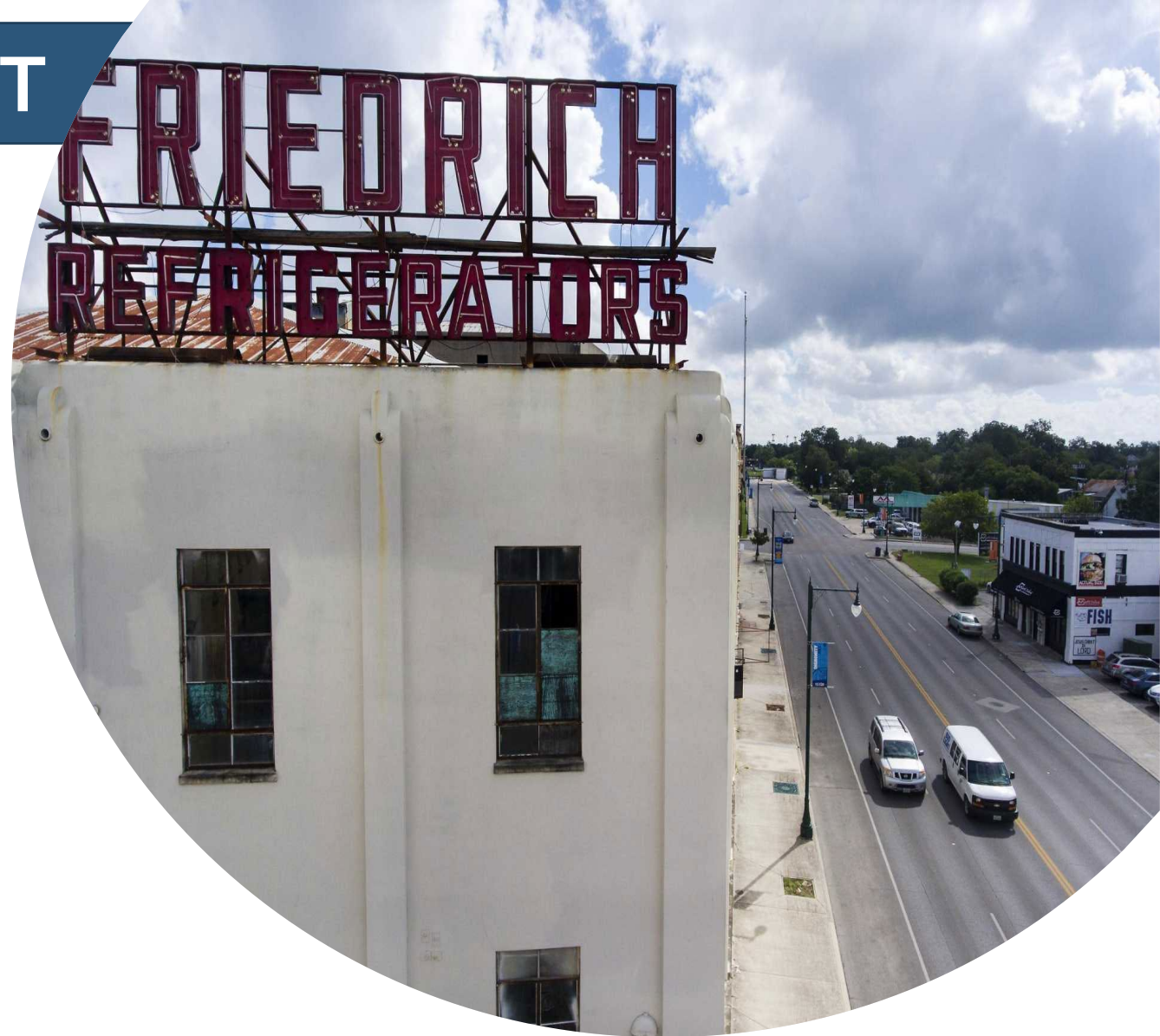
ARPA FUNDING

- 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



CORRIDOR PROGRAM PILOT

- \$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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