

City of Minneapolis
Request for Committee Action

To: Community Development & Regulatory Services
Date: 4/19/2016
Referral: N/A
From: Community Planning & Economic Development
Prepared by: Rebecca Parrell
Presented by: Rebecca Parrell
File type: Action
Subcategory: Contracts & Agreements

Subject:
Great Streets Business District Support Grant Contracts

Description:
Authorizing the negotiation and entering into contracts with the Corcoran Neighborhood Organization for \$12,000 and \$30,000, Dinkytown Business Alliance for \$32,000, Hennepin Theatre Trust for \$34,000, Lake Street Council for \$50,000, Latino Economic Development Center for \$7,000, Mercado Central for \$50,000, Midtown Greenway Coalition for \$8,000, Native American Community Development Institute for \$14,000, Northeast Minneapolis Chamber of Commerce for \$25,500, Powderhorn Park Neighborhood Association for \$30,000, Project for Pride in Living for \$36,000 and \$27,500, Prospect Park 2020, Inc. for \$10,000, Seward Civic and Commerce Association for \$5,000, Seward Redesign for \$38,000, West Bank Business Association for \$37,000, West Broadway Business and Area Coalition for \$50,000, and West of the Rail Business Association for \$4,000 to fund business district revitalization activities including marketing and branding tactics, education and engagement work, events, business recruitment efforts, and placemaking strategies in one year grant contracts.

Previous Actions:

1. On March 27, 2009, the City Council adopted target categories for commercial nodes, corridors, activity centers, and LRT station areas, as defined in *The Minneapolis Plan for Sustainable Growth*.
2. On April 27, 2007, the City Council reviewed and adopted the Great Streets Neighborhood Business District Program.

Ward/Address:
All Wards

Background/Analysis:
The Great Streets Neighborhood Business District Program was created to support the vitality of the city's neighborhood business districts, which provide important goods, services, amenities, and jobs for residents and add character to communities. The program demonstrates the City's commitment to maintaining healthy commercial corridors and strengthening those with room to improve. The value of commercial districts is rated very highly on the City's resident survey. Over 67 percent of residents rated "revitalizing neighborhoods" as an important or extremely important City service on every survey since 2003. By funding the Great Streets Program, the

City offers a customizable revitalization approach, not a one-size-fits-all solution to creating vital commercial districts.

The program uses multiple tools to provide support to business districts, including the Façade Improvement Program, Real Estate Development Gap Financing, and Business District Support Grants. Through targeted investments, the program is producing tangible results and leveraging private investment. The façade program alone has stimulated over \$6 million of investment in commercial façade improvements citywide since its inception in 2008. In eight years, grant administrators worked on 617 façade improvement projects, providing \$1,772,100 in matching grants and leveraging \$4,237,255 in private investment. For every \$1.00 of public investment, the private sector invested \$2.39. Many improvements have catalyzed additional private sector investments in nearby properties. The City has provided \$3,385,000 in strategic real estate development gap loans to projects worth approximately \$28 million. These loans are repaid to the City with interest. In October of 2012, the International Economic Development Council awarded the program its top honor for Neighborhood Development Initiatives.

The Business District Support (BDS) grants are the subject of this report. The BDS Program has not only leveraged private dollars, including foundation investments and membership dues, but also volunteer hours and business sponsorships. The program supports initiatives that increase the customer base of neighborhood businesses, crafts positive images of what our business districts have to offer, encourages physical improvements to properties, brings new interest to vacant spaces, and helps strengthen relationships between community organizations and businesses. Some neighborhood groups and community development corporations are engaged in Great Streets BDS activities, but the largest users are the City's 33 business associations. Business associations perform many functions and are not only engaged with CPED's Great Streets program, but also several other City departments and initiatives, including Business Licensing's Business Advisory Group and Health Inspections' education and consultation efforts.

Great Streets Eligible Areas

There are 116 eligible geographic areas where adopted City policy supports neighborhood commercial activities. These are: commercial corridors, commercial nodes, LRT station areas, and activity centers designated in *The Minneapolis Plan for Sustainable Development*. The Great Streets program prioritizes resources to areas with demonstrated need and where private investments augment public funding. Eligible areas are grouped into three categories (intervene, support, and monitor) based on several measures of economic health, need, and opportunity.

- Intervene** Areas experiencing weak development interest or significant obstacles to attaining the City's commercial development or business investment goals
- Support** Areas showing signs of strength, but that remain fragile and have some barriers to market development and business investment
- Monitor** Areas with strong market development and business activity

In 2014 three community corridors were added to the list of Great Streets eligible areas as a pilot project. They are Lowry Avenue from the Mississippi River to the western city border, Glenwood Avenue from Cedar Lake Road to Penn Avenue, and Nicollet Avenue from 32nd Street to 58th Street.

Business District Support Program Outcomes

Each Business District Support contract has a clearly-defined Scope of Services with measureable outcomes. Organizations receive payment only after they have submitted specific deliverables. Examples include marketing materials, number of new members, narratives of businesses recruited to an area, market studies and implementation plans, copies of advertisements, number of participating businesses, etc.

The program is intentionally open to supporting a variety of activities, some new and innovative, others the bread and butter of grassroots business organizations. All share the foundational goal to support commercial vitality and strengthen businesses and district success.

Three examples of larger categories of activities include street experience, marketing initiatives, and business engagement and education. Visuals from these types of activities, completed-to-date under last year's contracts, are shown in Attachment 1.

Street Experience

Several organizations focus on working with property owners to improve properties for future tenants and enhance the pedestrian realm. In 2015, Great Streets awarded a total of \$173,000 to organizations to do work advancing the environment of our districts. Examples include:

- Lake Street Council's Poetry in 15 Storefronts
- Midtown Greenway's "Making the Connection: Midtown Freeway to Lake Street Plan," providing implementation plans, costs, and design recommendations for 14 physical improvement strategies at 40 Greenway access points
- Hennepin Theatre Trust's Made Here four-part Dance Series in downtown office plazas over the lunch hour

Marketing

The City's business districts are home both to destination businesses offering one-of-a-kind products, services, or experiences as well as neighborhood-serving businesses providing essential day-to-day necessities. With limited advertising budgets, small businesses and districts are often unknown beyond the neighborhood boundaries and sometimes even within them. Marketing initiatives aim to increase sales by getting the word out about an area, shaping its image, and drawing new customers to the district. Great Streets funded \$295,000 into marketing initiatives in last year's contracts. Examples include:

- [West Market's interactive opportunities map](#)
- [Dinkytown's video](#)
- [Latino Economic Development Center's Taco Tour marketing reached 25,000 views](#)

Business Engagement and Education

Opportunities for businesses to network are important to spur increased participation and collaboration in district activities and promotions. With a relatively modest investment of \$80,000, Great Streets funded ten organizations last year to convene networking meetings and educational workshops, conduct member drives, and do outreach. Examples include:

- [West Bank's Crash Course](#) (17 events, 30 businesses, 300 participants)
- Lake Street Council assisted 15 businesses with implementing energy efficiency projects and 33 with waste reduction projects
- Franklin Area Business Association assisted 20 businesses and organizations to activate space during Franklin Open Streets

2016 BDS Request for Proposals (RFP)

Proposals for BDS grants are solicited on an annual basis through an RFP process. The RFP outlines the evaluation criteria for reviewing the proposals: (i) need, outcomes, and impact; (ii) best practices and innovation; (iii) leverage and budget; (iv) capacity and readiness, and (v) whether the business district is in an intervene or support area. Staff issued the RFP on January 20, 2016, with proposals due February 25, 2016. CPED received 24 proposals requesting a total of \$770,000. The proposals were reviewed and evaluated by a team comprised of representatives from CPED, Public Works, local foundation partners, a private Minneapolis marketing firm, and a private placemaking consultant. On the following pages you will see a chart of recommended activities, proposal summaries, and a listing of proposals not recommended.

2016 Proposals Recommended for Funding

Proposer	Eligible Areas	Recommended Activities	Total Requested	Recommended Amount
Corcoran Neighborhood Organization	Lake Street LRT Station	Midtown Farmers Market Promotion 2225 E Lake St Retail Recruitment	\$ 12,140	\$ 12,000
Dinkytown Business Alliance	Dinkytown AC	Marketing Campaign	\$ 35,200	\$ 32,000
Farmers Market Collaborative (fiscal agent: Corcoran Neighborhood Organization)	16 markets	Strategic Plan Marketing Plan	\$ 31,140	\$ 30,000
Hennepin Theatre Trust	Hennepin Ave CC, Warehouse District	5th-10th St Creative Placemaking Business Engagement	\$ 34,000	\$ 34,000
Lake Street Council	East Lake St CC, Midtown Lake St CC, West Lake St CC, Lagoon Ave CC, Lake St LRT	Downtown Longfellow Branding Street Level Safety Improvements Out of the Box Business Events Visit Lake Street Marketing Customer Service Training	\$ 50,000	\$ 50,000
Latino Economic Development Center	Midtown Lake St CC, Central Ave CC, Nicollet Ave CC	Topic Workshops Lake Street Taco Tour	\$ 7,000	\$ 7,000
Lowry Corridor Business Association (fiscal agent: Project for Pride in Living)	Lowry Pilot CC	Hmong/Asian Outreach Business of the Month Business Assistance Harvest Fest & Neighborhood Marketing	\$ 48,800	\$ 36,000
Mercado Central	Midtown Lake St CC	Branding Alignment & Standardization Capacity Building Marketing Activities	\$ 50,000	\$ 50,000
Midtown Greenway Coalition	East Lake St CC, Midtown Lake St CC, West Lake St CC	Bike Tours	\$ 44,217	\$ 8,000
Native American Community Development Institute	Franklin Ave CC	Four Sisters Farmers Market	\$ 14,000	\$ 14,000
Northeast Minneapolis Chamber of Commerce	University & Lowry, 13th; Johnson St & 22nd, 29th; Lowry & Marshall; Central & 37th; Central Ave NE CC; Central Ave S CC, Grain Belt AC; East Hennepin AC	Destination Northeast Branding and Website NEBDA Map & Passport Work of Art: Business Skills for Artists	\$ 46,000	\$ 25,500
Powderhorn Park Neighborhood Association	Bloomington & 35th, 38th; Chicago & 38th	Reframe & Restructure 38th&Chicago Business Asso	\$ 50,000	\$ 30,000
Prospect Park 2020, Inc.	Westgate Station LRT	Marketing and Branding	\$ 25,300	\$ 10,000
Seward Civic and Commerce Association	Franklin Ave CC, Franklin LRT	Franklin Open Street	\$ 8,370	\$ 5,000
Seward Redesign	Franklin Ave CC; Franklin LRT; Lake St CC; Lake St LRT; 38th LRT; 46th LRT; 38th St & 23rd, 28th, Cedar, 42nd; 42nd & Cedar, 28th; Cedar & Minnehaha Pk	Property Improvement TA & Design Business Recruitment	\$ 45,000	\$ 38,000
West Bank Business Association	Cedar Ave CC, Riverside Ave CC, West Bank LRT, Cedar-Riverside LRT	Business Engagement & Member Diversification Marketing & Small Business Support Business Ed & Networking Cedar Ave Installations	\$ 49,960	\$ 37,000
West Broadway Business and Area Coalition	West Broadway CC	Real Estate Design Challenge SSD 5-Year Strategic Plan Community Policing Building Light Pole Upgrade Building Business Capacity Design Guidelines	\$ 50,000	\$ 50,000
West Market District Business Association (fiscal agent: Project for Pride in Living)	Glenwood Ave CC	Urban Vintage & Art Market Business Recruitment Business Support	\$ 44,980	\$ 27,500
West of the Rail Business Association	38th & Cedar, 28th, 23rd; 42nd & 28th, Cedar; Cedar & Minnehaha Pkwy; 46th & Hiawatha; East side of 38th St and 46th St LRT	Social Media Cooperative Advertising Mini-Grants & Coaching	\$ 11,700	\$ 4,000
Total Recommended			\$	500,000

Corcoran Neighborhood Organization \$12,000

As a result of construction beginning on L&H Station (a large redevelopment project), the Midtown Farmers Market at Lake Street and Hiawatha Avenue moved locations last summer and experienced a reduction in customers and an increase in customer phone calls asking where the market went. Construction continues this year, and the Corcoran Neighborhood Organization, who manages the market, requested funds to pay for (i) wayfinding signage to help patrons find the market, (ii) media coverage to highlight that the market is still operating despite the construction, and (iii) cultural performances and programming to attract more repeat customers. There is also a small request to help pass retail leads to the Neighborhood Development Center, the organization doing the bulk of the business recruitment for the retail component of L&H Station project.

Dinkytown Business Association \$32,000

The Marcy-Holmes Neighborhood Association received a Great Streets grant two years ago to assist Dinkytown businesses in reestablishing a business association and begin a district marketing campaign in the wake of the adoption of the small area plan. Last year CPED funded online marketing and a member drive. The Association hired a private marketing firm that produced a video and other visual content and provided technical assistance to individual business to improve their social media marketing. This year staff recommends funding a marketing campaign focused on University of Minnesota alumni and led by the same local firm. Not Recommended: Membership Drive- funded last year; and Connection Campaign

Farmers Market Collaborative \$34,000

A proposal from an emerging group, calling themselves the Minneapolis Farmers Market Collaborative requested funds to first pay a consultant to produce a vision and strategic plan for their group and a second consultant to develop a collective marketing plan for the 38 farmers markets in Minneapolis, 16 of which are in Great Streets eligible areas. This proposal has impact across many neighborhoods of the city and will provide a positive avenue for developing a collaborative network of farmers markets and shared marketing tools. Staff will work closely with the group to help the effort think critically about organizational sustainability and their future work and impact together.

Hennepin Theatre Trust \$34,000

The Hennepin Theatre Trust has been working consistently over the past decade to build a more positive experience for everyone on Hennepin Avenue. Their proposal this year will leverage work to be completed under a large placemaking grant the Trust recently received to implement projects on Hennepin between 5th and 10th Streets with intensive technical assistance services from national leaders in the field. The Great Streets funds will be used to directly engage business and property owners on this stretch of Hennepin and create placemaking plans for individual street frontages with interested owners.

Lake Street Council \$50,000

Last year Great Streets funded several Lake Street Council activities. Results to date include 15 business networking, workshops, and planning meetings; 2 specialized marketing tours with 65 attendees; 34 business participants in Open Streets; 15 businesses implemented energy efficiency projects; 33 businesses implemented waste reduction projects; 15 site specific cultural events marketed through an Arts and Cultural Organizations partnership; and 15 Poetry in Storefront Windows displays. This year, with a focus on building business capacity and implementing ideas from business owners, staff recommends funding (i) a Downtown Longfellow branding effort, (ii) Visit Lake Street marketing, (iii) customer service training for ten businesses, (iv) three cross-promotional business marketing workshops, and (v) a new multi-faceted street level safety initiative.

Latino Economic Development Center (LEDC) \$7,000

Great Streets funded the 2nd Annual Lake Street Taco Tour last year with a \$10,000 grant. This year staff recommends funding the event for the third and final year with a \$5,000 grant. Last year the event drew 2,500 customers to Lake Street. This year the goal is to attract 3,500 customers and reach 25,000 people with marketing. Last year, Great Streets also funded business intelligence gathering to help focus LEDC's future work as business needs change. That work is wrapping up under the current contract and one part of implementation will be to host five educational workshops on topics requested by businesses in the coming year.

Lowry Corridor Business Association \$36,000

This is the fifth year Great Streets has funded business organizing work along Lowry Ave. Positive results from last year's contract include participation by businesses at the annual Harvest Fest/Open Streets event and positive outcomes from one-on-one assistance to businesses by the organization's paid staff member. The recommendation for this year supports that work, but recognizes that the previous staff person has moved and a replacement has yet to be identified. Staff is recommending four components of the proposal this year: (i) outreach to Hmong and Asian business owners; (ii) ad hoc business assistance; (iii) business participation and marketing of Harvest Fest; and (iv) the Business of the Month program, to introduce more residents and potential customers to the corridor's business offerings and stories. All of the projects will be contingent on the group hiring a qualified outside business consultant as they currently do not have any paid staff or sufficient volunteer hours to complete the work.

Not Recommended: Expanding Footprint North of Lowry with Home-based Businesses- focusing on home-based businesses is not eligible under Great Streets and Great Streets eligible areas north of Lowry were not identified; Web Maintenance and Monthly Meetings- after five years of Great Streets funding, the organization needs to accomplish this without Great Streets

Mercado Central \$50,000

After a period of mismanagement and struggle, the Mercado Central has spent the last two years reestablishing itself as a sustainable hub for Latino entrepreneurs and emerged a stronger, financially-stable organization. Work remains, however, to set the Mercado on a path to thriving for the next decade. Last year, Great Streets funded a market study and marketing plan for the Mercado. This year the proposal is to implement strategies from the plan. One-third of the grant will pay for marketing assistance to Mercado businesses, another third will pay for the implementation of specific marketing strategies, and the final third will pay for media buys.

Midtown Greenway Coalition \$8,000

Last year a Great Streets grant to the Midtown Greenway Coalition leveraged Hennepin County Community Works funding and produced an implementation plan for physical improvement strategies for the forty Greenway access points and implemented pilot projects at four access points. This year staff recommends one idea in the proposal- creating bike tours to help cyclists get out of the Greenway trench and up onto Lake Street to patronize local businesses. Staff will work with the Coalition to ensure that the tours are not one day events, but instead are available on a recurring, self-directed basis.

Not Recommended: Wayfinding Pilots- Great Streets paid for pilots last year; Mercado Central Parklet- no source identified for sustained funding; Printed Map- no evidence printed maps are an effective solution to identified problem; and Family Art Day

Native American Community Development Institute \$14,000

Last year, Great Streets funded the Native American Community Development Institute to create a new farmers market focused on Native American producers, makers, farmers, and customers named Four Sisters Farmers Market. With \$9,000, the Institute successfully held eight markets with ten Native American vendors. The group learned many lessons and this year's

proposal highlighted changes they plan to make in response. By communicating last year's growing pains and formulating strategies to overcome them, the market is well positioned to be stronger this summer.

Northeast Minneapolis Chamber of Commerce \$25,500

The Northeast Minneapolis Chamber of Commerce proposes to capitalize on the numerous assets in Northeast, e.g. the arts, restaurants, breweries, distilleries, cooperatives, to create marketing promotions for the area. The proposed promotions intend to create an economic synergy between the asset groups and become the landing place for "making a day/night of it" in Northeast for residents and visitors. In addition to northeast marketing activities, staff also recommends the proposed business skills classes for artists in conjunction with Springboard for the Arts.

Not recommended: Art-A-Whirl Passport

Powderhorn Park Neighborhood Association (PPNA) \$30,000

Working with 38th and Chicago Business Association leadership, the Powderhorn Park Neighborhood Association submitted a proposal to reframe the 38th and Chicago Business Association. The business association considers 38th Street and Chicago Avenue the primary commercial stretches in four neighborhoods: Central, Powderhorn Park, Bancroft, and Bryant. Over the last several years, vacant properties have been tenanted and positive activity has increased in the scattered nodes along these corridors and Bloomington Avenue, but many spaces remain available and potential exists to help existing businesses thrive. When working in an environment of scattered commercial nodes, like here, it has been difficult for the association to gain sustained traction. PPNA proposes to rethink marketing the neighborhood businesses to neighborhood residents by taking cues from the Humans of New York and their own Powderhorn 365 websites to create a forum for human interest stories, bringing alive the entrepreneurs and businesses of the area.

Not Recommended: Promotional mailboxes to incentivize shopping by residents- first focus on the reframing work and story forum

Prospect Park 2020, Inc. \$10,000

The University Avenue Innovation District, with assistance from the Prospect North Partnership, secured a \$60,000 grant from the Central Corridor Funder's Collaborative (CCFC) to develop a marketing and branding plan for the Innovation District, the first of its kind in Minneapolis. The work already underway by the hired branding firm Capsule includes imagery, a website, social media promotion, and collateral materials. This work has the potential to help build the district's brand identity and the recommended \$10,000 Great Streets grant will help leverage the CCFC's \$60,000 to achieve improved results.

Seward Civic and Commerce Association \$5,000

Last year the Seward Civic and Commerce Association recruited local businesses to participate in Franklin Open Streets without Great Streets support. This year, the Association requested funds to hire a Somali-speaking organizer to do outreach to East African and immigrant businesses to encourage them to participate in Open Streets 2016 and provide scholarships to businesses that hire musicians, performers, or other activities for the event.

Not Recommended: Member Drive

Seward Redesign \$38,000

Seward Redesign takes a comprehensive, physical approach to commercial revitalization in their community. Redesign assists business and property owners with removing barriers to leasing vacant properties, recruiting new businesses with the right retail mix, enlisting design services to increase market visibility, and contracting for property investments with attention to design and longevity. In the last eight months Redesign has worked with Mon Petite Cheri and Chef Shack and

recruited Encore Entertainment and Savory Bakery. This year Redesign proposed to continue property investment and business recruitment work.

Not Recommended: Business Marketing- proposed strategy was not supported with evidence of effectiveness

West Bank Business Association \$37,000

The West Bank Business Association proposes to continue work increasing membership, marketing the district, and organizing business education and networking events. Staff also recommends funding a plan to contract with artists to formalize the design concepts from the results of this year's pedestrian way-finding pilots in order to prepare the Association to fundraise for permanent installations.

Not Recommended: Parking Mitigation Plan and Tabling at local events (\$3,000 for staffing, \$7,000 t-shirts, et cetera)

West Broadway Coalition \$50,000

The West Broadway Business and Area Coalition continues to build on its activities year after year. With a strong, multi-faceted approach to corridor revitalization, this year WBC looks to focus on improving the street environment with five different strategies:

1. sponsor a weekend design competition on three corridor properties;
2. complete a 5-year strategic plan for the self-managed Special Services District;
3. facilitate authentic engagement between police and business owners through strategic activities and events;
4. plan the replacement of the existing light poles to allow for holiday lighting, as the current are too old to easily accommodate upgrades; and
5. create West Broadway Streetscape Design Guidelines and a Mending Design to unify the corridor east and west of I-94.

These activities leverage the Special Service District levies and improve West Broadway's image and customers' experiences. Staff also recommends the proposal to provide technical assistance and marketing assistance to businesses for participation in the inaugural West Broadway Open Streets 2016.

West Market District Business Association \$27,500

Entering its third year, the West Market District Business Association has worked on marketing, business recruitment, and organizational development. Staff recommends funding the continuation of this work. The group also requested funds for a new activity to activate the parking lot between International Market Square and Hirshfields on Minneapolis Farmers Market Saturdays with an Urban Vintage & Art Market showcasing one-third Glenwood vendors, one-third northside vendors, and one-third open call. Given the competitive round of funding, staff is not recommending full funding of all West Market's requested activities. Staff will work with the organization to make the best use of the recommended grant amount, which may or may not include the Saturday markets.

Not Recommended: Marketing and Communication- many aspects appeared duplicative in business recruitment work

West of the Rail Business Association \$4,000

The West of the Rail Business Association submitted a unique, small scale approach to helping businesses co-market via social media. With a consultant, they will do cooperative advertising coaching and provide mini-grants for marketing proposals submitted by groups of businesses.

Not Recommended: Undefined marketing event

2016 Proposals Not Recommended for Funding

Proposer	Eligible Areas	Eligible Activity Descriptions	Total Requested
DID	South Hennepin Ave CC, Warehouse District AC	Economic Impact Analysis of Nighttime Economy	\$ 23,000
East Downtown Council	Chicago Ave CC, Mill District AC	District Branding	\$ 25,000
Midtown Global Market	Lake & Chicago AC	Marketing Contract	\$ 24,000
Nokomis East Business Association (<i>fiscal agent: Nokomis East Neighborhood Association</i>)	50th & Minnehaha LRT; 50th & Hiawatha, 34th; 54th & 34th, 43rd, Minnehaha	Operation Review & Membership Services Business Breakfast Series	\$ 10,210
Patrick's Cabaret	East Lake St CC, Lake St LRT	Longfellow Roots, Rock and Deep Blues Music, Art & Food Festival	\$ 31,400

Downtown Improvement District (DID)

The Minneapolis Downtown Improvement District proposed following-up its recent Hospitality Zone Assessment with an economic impact analysis of the nighttime economy. This proposal is not recommended, as there are other sources of funding viewed as more suitable and abundant, i.e. the DID budget or hospitality and entertainment industry partners.

East Downtown Council

The East Downtown Council proposed a community engagement and consensus building process to arrive at a brand (name, imagery, et cetera) for the area. Great Streets funded a portion of the work on this branding effort last year, and given the work done to date and the multitude of stakeholders involved, it is recommended the design of the identify phase be completed with other funding sources.

Midtown Global Market

The Midtown Global Market requested funds to support the marketing work provided by the PR firm Nemer Fieger. Great Streets has funded this work for many years. The pro-bono leverage is strong, but the marketing strategies and tactics have not changed significantly over the years and new, innovative ideas are encouraged.

Nokomis East Business Association

The Nokomis East Business Association's proposal for an operations review, membership services, and a business breakfast series did not rank highly against the competing proposals.

Patrick's Cabaret

Last year, a group of area businesses anchored by a non-profit organization, Patrick's Cabaret, applied to help bring the annual Roots, Rock, and Deep Blues Music Festival out of their building and onto the street. Great Streets funded one-third of the total event cost last year. This year, staff does not recommend funding the annual event given the competing proposals.

Financial Review:

No additional appropriation required; amount included in current budget.

- Future budget impact anticipated.**
- Approved by the Permanent Review Committee.**
- Meets Small and Underutilized Business Program goals.**

Attachments:

1. Examples of grant funded work, June 2015-March 2016