

# MEMO



**TO:** EDA Members

**FROM:** Executive Director, Jennifer Bergman

**DATE:** June 3, 2022

**RE:** Determine Criteria for the DEED Main Street Revitalization Program

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At the June 2<sup>nd</sup> EDA meeting, Don Hickman, Initiative Foundation (IF) Vice President of Community and Workforce Development, requested that the Commission establish criteria specific to the needs in Brainerd to make funding decisions for the Brainerd allocation of the DEED Main Street Revitalization Program. The IF has allocated approximately \$765,000 to Brainerd.

The grant funds represent a matching opportunity (30% state funds) to leverage local investment (70% local dollars) to support:

- Repair or renovation of real property
- Building construction
- Landscaping and streetscaping
- Demolition and site preparation
- Project pre-design and design
- Engineering
- Non-municipal infrastructure

The next step is to finalize Brainerd's criteria for evaluating eligible projects. You'll want to choose tangible, measurable goals in order to rank applications. Examples might include:

- Increase in business ownership by minorities, women, veterans, or other protected class of entrepreneurs
- Increase in tax base
- Increase in jobs
- Increase in affordable housing units
- Increase in child care slots
- Targeted support for small businesses
- Workforce development/support
- Maximize leverage (private investment) in designated corridor
- Redevelopment of anchor institutions (which will drive traffic to your corridor)

At the special meeting, staff would like to identify the criteria the EDA for allocations of the DEED grant.

**Next Steps:**

BLAEDC has offered to assist the EDA in developing the guidelines, application and the overall administration of the grant program. Attached is a sample from Rochester.

The recommendation is to appoint a subcommittee of five (5) members to review the guidelines, application, establish timelines and provide recommendations for funding to the EDA.

BLAEDC would draft the guidelines and application based on the direction of the EDA meeting, the subcommittee would review the guidelines and application and make a recommendation to the EDA. The goal is to have draft guidelines and application presented to the EDA at the July meeting and establish a timeline for applications.

**Action Requested:**

- 1) **Develop criteria to prioritize funding for the DEED grant**
- 2) **Appoint a five-member subcommittee**
- 3) **Authorize BLAEDC to develop guidelines, application and provide the overall administration of the grant program**

## Main Street Grant Application

The City of Rochester and Destination Medical Center (DMC) accepted an award of \$3 million from the Minnesota Department of Employment & Economic Development. The grant dollars will be used to achieve these objectives:

- Revitalizing properties in the DMC district harmed by the events of the past two years.
- Elevating opportunities for BIPOC, veteran, or disabled business and property owners.
- Creating and retaining permanent jobs.
- Enabling existing businesses to strengthen and diversify their products and services.

This application will be used by the review team to determine which applicants will be awarded grant funds and to determine the level of funding awarded up to 30% of the total project cost.

These funds can be used for capital investments, such as:

- Repair or renovation of real property, including expansions, and additions
- Demolition, site preparation, and building construction (either interior or exterior of the building)
- Landscaping, streetscaping, and related site amenities
- Engineering, pre-design, and design work

You may want to download or print the application as a guide to know what information is needed. Once you begin the online application, you will not be able to save your progress.

### Do you need assistance?

If you need assistance filling out this application, please visit the Main Street Grant Navigator page to get free help from our team of Main Street Grant Navigators.  
[dmc.mn/navigator](https://dmc.mn/navigator)

## Tell us About You

1. Name (First and Last name)

2. Email

3. Phone Number

4. Preferred Contact Method (Check all that apply)

Phone

Text

Email

5. How do you identify (select all that apply)

- American Indian or Alaska Native. A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian. A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American. A person having origins in any of the black racial groups of Africa. Terms such as "Haitian" or "Negro" can be used in addition to "Black or African American."
- Hispanic or Latino. A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race. The term, "Spanish origin," can be used in addition to "Hispanic or Latino."
- Native Hawaiian or Other Pacific Islander. A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- White. A person having origins in any of the original peoples of Europe, the Middle East, or North Africa
- Veteran. A person who served in the US military, naval, or air service, and who was discharged or released therefrom under conditions other than dishonorable.
- Disabled. An individual with a disability is defined by the ADA as a person who has a physical or mental impairment that substantially limits one or more major life activities, a person who has a history or record of such an impairment, or a person who is perceived by others as having such an impairment.
- The ADA does not specifically name all of the impairments that are covered.
- Choose not to specify.

## Tell Us About Your Business or Organization

6. Business or Organization Name

7. Your business or organization Employee Identification Number (EIN) or Tax ID Number

Need help with your Employee Identification Number?  
Visit this link: <https://irs-gov-ein-number.com/>

8. Does your business qualify as a Disadvantaged Business Enterprise (DBE)?

Yes

No

What is a Disadvantaged Business Enterprise?  
Visit this link: <https://mnuccp.org/>

9. How many current employees (including yourself)?

10. Describe your business or organization.

11. Who owns the property where this project is proposed?

I own the property.

I rent the property. (Answer the question below)

12. If you rent the property for the proposed project, please list the name, email, and phone number of the owner. We will require a note from the property owner supporting this project.

## Tell Us About the Project

These funds can be used for capital investments, such as:

- Repair or renovation of real property, including expansions, and additions
- Demolition, site preparation, and building construction (either interior or exterior of the building)
- Landscaping, streetscaping, and related site amenities
- Engineering, pre-design, and design work

13. Address of the project site

14. Describe the work being done.

15. Why do you want to do this project? Select all that apply.

- Widespread property damage due to fire, flood, arson, civil unrest and/or natural disasters.
- One or more employer closures or multiple commercial space vacancies that have significant impact on the DMC district.
- COVID-19 impacts on travel, tourism, retail and accommodation.
- Other (describe below)

16. If you checked "Other", please describe below.

17. How much will the project cost?

18. When do you expect to start the project?

19. Will the project be completed by December 21, 2026?

20. What construction firms will do the work? Please list all firms, if known. We will require estimates from the contractors.

21. How many more employees (new jobs) will you need after this project is completed?

## Tell Us About the Project Funding

Grant requests should be no more than 30% of the project cost.

Minimum grant award is \$3,000 (\$10,000 project or greater).

Maximum grant award is \$750,000 (\$2.25 million project or greater).

Any grant award of \$200,000 or more will be required to do the following:

1. Meet Targeted Business and Workforce Participation Plan targets for the construction – 15% minority, 8% women in 2022, 7% women or minority-owned businesses
2. Pay prevailing wages for the construction

22. What funding have you secured so far? Please include the amount of funding from each source.

If you need more funding separate from the Main Street Grant to complete this project, please visit the Lender page. [dmc.mn/mslenders](http://dmc.mn/mslenders)

23. What is the amount of Main Street Grant funding being requested?

24. Please list the name(s) of the Main Street Navigator(s) that helped with this application. If no one helped, type 'none'.

25. All applicants that are recommended for funding will be invited to submit additional application materials (such as contractor estimates, evidence of property owner support, other funding support). Do you acknowledge this?

Yes