



Memo

To: Mayor and City Council

From: Jeff Ulysse, Acting Director, Business & Economic Development
Renee Harris, Business & Economic Development Coordinator

Date: January 13, 2025

Re: 2024 Corridor Investment Program Grant Awards Recommendations

Attachments: All Applications Received- CIP 2024

The purpose of this memorandum is to provide the Mayor and City Council with a briefing of the applicants recommended for Corridor Investment Program Grant Awards for the City's 2024 grant application cycle.

Program Summary

In September 2024, the City issued its annual application cycle for the Corridor Investment Program, which provides a funding opportunity for Hyattsville private and non-profit organizations with creative placemaking projects, programming initiatives, and business development strategies. Applicants are eligible to receive a grant of up to 80% of the total cost of their eligible project or program, with the applicant providing a minimum match of 20% of the overall project cost.

The City's CIP Program has three (3) main award categories:

Programming Grant (up to \$1,500)

- Public programming series or one-day public event.
- Programming hosted by a private business must be collaborative, open to the public and include a minimum of three (3) partners involved.

Public Placemaking Grant (up to \$2,500)

- Exterior improvements accessible to the public which may include street furniture, planters/flower boxes, benches, and public art/murals.

Business Development Grant (up to \$5,000)

- Business support services or consulting
- Business development workshops

- A one-time Commercial Tenant Subsidy for small businesses that are women- and/or minority-owned businesses
- Structural repairs, interior work, and roof repairs are not eligible under this program.

The program requires the applicant provide evidence of a 20% funding match. No match is required for applicants requesting the one-time Commercial Tenant Subsidy.

Corridor Investment Program Application – 2024 Cycle

In September, the application and program guidelines were posted to the City website. Announcements were also made in the Business e-newsletter, Green Sheet, social media, and flyers. The City received numerous inquiries and a total of thirty-three (33) applications from small businesses and non-profit organizations.

Application Review & Analysis

The City received a total of thirty-three (33) applications submitted by twenty-three (23) different applicants. (One (1) applicant was disqualified due to being located outside of the City.) Copies of each application and evaluation materials were distributed to the evaluation team. The review panel was comprised of City Staff, as follows:

- Jeff Ulysse, Director Acting Director, Business & Economic Development
- Renee Harris, Business & Economic Development Coordinator
- Shakira Louimarre, Race & Equity Officer
- Krissi Humbard, ARPA Specialist of Contracts, Grants, and Audits

Review panel members were asked to review and evaluate the applications independently prior to meeting as a group. Each member of the Review Panel was asked to evaluate the applications based on the following criteria:

- Completeness of Grant Application
- Intent of project to be performed (Alignment to funding focus areas)
- 20% match amount met (where applicable)
- Diversity of applications (across funding streams, geographic location, and first-time recipients)

Applications that were not recommended for funding included those that (1) were not located within the City, (2) requested funding for ineligible activity, (3) lacked adequate information or (4) applicant's received prior awards for two or more consecutive cycles. Application evaluations were completed on January 13, 2025. Staff discussed their evaluations of each application and proposed projects. Staff discussed their evaluations of each application and proposed projects.

Recommendation & Actions

A summary table outlining each application recommended for award, the amount requested, and the amount recommended by City Staff can be found on the next page.

Each of the applicants have proposed utilizing the City's Corridor Investment Program Grant (CIP) along with their 20% cost match to carry out their projects.

Organization Name	Lead Contact	Address	Grant Category	Scope of Work	Requested Award	Match Amount	Recommended Award
Anacostia Trails Heritage Area	Valerie Woodall	4318 Gallatin Street, Hyattsville, MD, 20781, USA	Programming	Mural Tour	\$1,500.00	\$375.00	\$1,500.00
Art 'N Hair	Bianca Davis	4812 Rhode Island Avenue, Hyattsville, MD, 20781, USA	Programming	Fizz and Shop Pop-up	\$1,500.00	\$675.00	\$1,500.00
Art Works Studio School Inc. — dba Art Works Now	Lisa Kiczales	4800 Rhode Island Avenue, Hyattsville, MD 20781	Business Development	Fundraising Consultant	\$5,000.00	\$5,000.00	\$5,000.00
Creative Saints Loft	Meshia Easley	4633 42nd Place Hyattsville, MD 20781	Programming	First-Time Homebuyer Workshop	\$1,500.00	\$800.00	\$1,500.00
Ferris Custom Cabinetry	Ted Ferris	4510 Emerson Street, Hyattsville, MD, 20781, USA	Business Development	AWI Membership	\$1,584.00	\$396.00	\$1,584.00
Gremlins Tattoo Lounge	Erick Satchell II	5132 Baltimore Ave, Hyattsville, MD 20781	Business Development	Commercial Tenant Rent Subsidy	\$5,000.00	N/A	\$5,000.00
Hyattsville Volunteer Fire Department	Henry Sullivan	6200 Belcrest Road, Hyattsville, MD, 20782, USA	Business Development	Envisioning Package	\$5,000.00	\$1,000.00	\$5,000.00
Life Of Gains	Kim Crosby	4328 Farragut Street, Hyattsville, MD, 20781, USA	Business Development	Commercial Tenant Rent Subsidy	\$5,000.00	N/A	\$5,000.00
Maryland Meadworks	Kenneth Carter	4700 Rhode Island Ave Suite B, Hyattsville, MD 20781	Programming	Jazz Collective Music Series	\$1,500.00	\$300.00	\$1,500.00
Better Education L.L.C. (Mathnasium of Hyattsville)	Keri deGategno	5300 Baltimore Ave, Hyattsville, MD, 20781, USA	Business Development	Equipment Purchase (iPads)	\$5,000.00	\$1,169.00	\$5,000.00
Robert Harper Books LLC, dba My Dead Aunt's Books	Robert Harper	5132 Baltimore Blvd. Hyattsville, MD 20781	Programming	Community Song Share Series	\$1,440.00	\$360.00	\$1,440.00
Pyramid Atlantic	Kate Taylor Davis	4318 Gallatin St, Hyattsville, MD 20781	Programming	BLACK INK event	\$1,500.00	\$1,525.00	\$1,500.00

Ramona's Pizza Garden	William Crick	5805 38th Avenue, Hyattsville, MD, 20782, USA	Business Development	Pizza Pop-up Expansion	\$5,000.00	\$1,500.00	\$5,000.00
Rooted and Polished	Tiffany Poland	4328 Farragut Street ste104, Hyattsville, MD, 20781, USA	Business Development	Commercial Tenant Subsidy	\$5,000.00	N/A	\$5,000.00
Triple Line Studio	Rayya Newman	4411 Oliver Street, Hyattsville, MD, 20781, USA	Business Development	American Institute of Architects Membership	\$649.06	\$162.27	\$649.06
Yes! Organic Market	Ka Chung	5331 Baltimore Avenue, Ste 101, Hyattsville, MD, 20781, USA	Placemaking	Planter Bed Refresh	\$2,400.00	\$600.00	\$2,400.00
Yes! Organic Market	Ka Chung	5331 Baltimore Avenue, Ste 101, Hyattsville, MD, 20781, USA	Business Development	Commercial Tenant Subsidy	\$5,000.00	N/A	\$5,000.00
TOTALS					\$53,573.06	\$13,862.27	\$53,573.06

Work on all projects is scheduled to take place immediately upon execution of a contract and issuance of Notice to Proceed. Project shall be scheduled to be completed no later than June 20, 2025.

Staff is requesting that this item be scheduled for consent on January 21, 2025, and consideration that this item be approved at the same meeting, provided the Mayor and Council are satisfied with the proposed recommendations. If the Council would like additional time to discuss the item, it should be placed on the action agenda for February 3, 2025.

Staff is recommending the Council's consideration of the following motion:

"I move that the Mayor and Council accept the recommendations of City Staff and approve Corridor Investment Program grant funding awards for the following entities:

- Anacostia Trails Heritage Area - \$1,500
- Art 'N Hair - \$1,500
- Art Works Studio School Inc. dba Art Works Now - \$5,000
- Creative Saints Loft - \$1,500
- Ferris Custom Cabinetry - \$1,584
- Gremlins Tattoo Lounge - \$5,000
- Hyattsville Volunteer Fire Department - \$5,000
- Life Of Gains - \$5,000
- Maryland Meadworks - \$1,500
- Better Education L.L.C. (Mathnasium of Hyattsville)- \$5,000
- Robert Harper Books LLC, dba My Dead Aunt's Books- \$1,440
- Pyramid Atlantic- \$1,500

- Ramona's Pizza Garden - \$5,000
- Rooted and Polished - \$5,000
- Triple Line Studio - \$649.06
- Yes! Organic Market - \$2,400
- Yes! Organic Market - \$5,000.”