

Memo

City of Hyattsville



To: Mayor and Council
From: Jim Chandler, Director, Community & Economic Development
Kate Powers, City Planner
Lillian Lamptey, Community Planner
Date: September 15, 2020
Re: Corridor Investment Program – 2020 Grant Awards

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 2020 grant application cycle.

Program Summary

In June 2020, the City issued its second 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 can 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.

Grant funds are eligible to Hyattsville organizations for the following activities:

- Programming Initiatives (up to \$1,500)
- Public Placemaking Projects (up to \$2,500)
- Business Development Efforts (up to \$5,000)

The Corridor Investment Program is funded through the City's municipal budget. In the FY21 budget, the City Council allotted \$30,000 towards the program for the 2020 application cycle.

Corridor Investment Program Applications – Summer 2020 Cycle

In June, the application and program guidelines were posted to the City website. The City received numerous inquiries and a total of fourteen (14) applications from local businesses and organizations.

Corridor Investment Review – Application Review & Analysis

The City received a total of fourteen (14) applications submitted by thirteen (13) different applicants. Copies of each application and materials were distributed to City Staff consisting of the following individuals:

- Jim Chandler, Director, Community & Economic Development
- Lillian Lamptey, Community Planner, Community & Economic Development
- Kate Powers, City Planner, Community & Economic Development

Members were asked to review and evaluate the applications independently prior to meeting as a group. The evaluations were completed on September 15, 2020. Staff discussed their evaluations of each application and the proposed initiatives and projects. Each application evaluated can be found attached.

Recommendation & Actions

A summary table outlining each application, the amount requested, and the amount recommended by City Staff is included as an exhibit to this agenda item.

CIP projects are scheduled to take place immediately upon execution of a contract and issuance of Notice to Proceed. All projects are scheduled to be completed on a 120-day project schedule.

Staff is requesting that this item be scheduled for the September 21, 2020 Council meeting with 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 October 5, 2020. 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:

- Acapulco Spirit Restaurant: \$2,000
- Green Owl Design: \$2,000
- Hyattsville Aging in Place: \$1,500
- Hyattsville CDC: \$1,500
- Just Rock: \$5,500
- Will's Decorating: \$2,000
- Maryland Meadworks: \$2,500
- Pyramid Atlantic: \$3,500
- Robert Harper Books, LLC: \$3,500
- SoHy Placemaking: \$2,000
- Subway: \$1,500
- Trinity Grill: \$2,500"