



Memo

To: Mayor and Council
From: Jim Chandler, Director, Community & Economic Development
Kate Powers, City Planner
Date: October 18, 2021
Re: Corridor Investment Program – 2021 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 2021, 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.

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 annual operating budget. In the FY21 budget, the City Council allotted \$30,000 towards the program for the 2021 application cycle.

Corridor Investment Program Applications – Summer 2021 Cycle

In June, the application and program guidelines were posted to the City website. The City received numerous inquiries and a total of twelve (12) applications from local businesses and organizations.

Corridor Investment Review – Application Review & Analysis

The City received a total of twelve (12) applications submitted by ten (10) different applicants. Copies of each application and materials were distributed to City Staff consisting of the following individuals:

- Jim Chandler, Director, Community & Economic Development
- Kate Powers, City Planner, Community & Economic Development
- Amy Boyd, Community and Economic Development Coordinator, Community & Economic Development

Staff completed an independent review and evaluate the applications independently prior to meeting as a group. The evaluations were completed on August 19th, 2021. 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 can be found on the next page.

Name	Organization	Address	Grant Type	Scope of Work	Amount Requested	Amount Recommended
Carmen Garcia	Garcia Investments	3501 Hamilton Street	Business Development	Matching for CFI: awnings, lighting, painting, windows	\$ 5,000.00	\$ 5,000.00
Erica Riggio	Green Owl	5303 Baltimore Ave	Placemaking	Storefront beautification: planters and lighting	\$ 5,000.00	\$ 5,000.00
Douglas Thompson	Independent Order of Oddfellows	4210 Gallatin Street	Business Development	Sign replacement	\$ 2,600.00	\$ 2,500.00
Shelita White	Just Rock	4344 Farragut Steet	Business Development	Business consultant for market assessment	\$ 5,000.00	\$ 3,670.00
Shelita White	Just Rock	4344 Farragut Steet	Program	Community event: Bourbon Street	\$ 1,500.00	\$ 1,425.00
Daniel Simon	SoHy (5132 Baltimore Ave, LLC)	5132 Baltimore Avenue	Placemaking	Streetscape beautification and cohesion through planters	\$ 1,995.20	\$ 1,995.20
Sandra Clinton	SoHy (Ginkgo Group)	5200 Baltimore Avenue	Placemaking	Streetscape beautification and cohesion through planters	\$ 1,990.40	\$ 1,990.40
Bronwyn King	SoHy (SoHy Co-op)	5511 40th Ave	Placemaking	Creation of an art display window	\$ 2,000.00	\$ 2,000.00
Lisa Walker	HAP	Provided a PO Box	Program	Community event: Corridor Conversations. Marketing and printing costs.	\$ 1,500.00	\$ 1,500.00
Kate Taylor Davis	Pyramid Atlantic	4310 Gallatin Street	Placemaking	Creation of the a new mural	\$ 2,500.00	\$ 2,500.00
Christopher Currie	St Jerome	5207 42nd Place	Business Development	Consultant to conduct market research for possible expansion	\$ 5,000.00	\$ 5,000.00
Totals					\$34,085.60	\$ 32,580.60

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 approval on October 18th, 2021 and consideration that this item be approved at the same meeting, provided the Mayor and Council are satisfied with the proposed recommendations.

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:

- Garcia Investments: \$5,000
- Green Owl: \$5,000
- Independent Order of Oddfellows: \$2,500
- Just Rock (Business development): \$3,670
- Just Rock (Program): \$1,425
- 5132 Baltimore Avenue: \$1995.20
- Gingko Group: \$1,990.40
- SoHy Co-op: \$2,000
- Hyattsville Aging in Place: \$1,500
- Pyramid Atlantic Arts Center: \$2,500"