

Memorandum



DATE January 4, 2013

TO Members of the Economic Development Committee:
Tennell Atkins (Chair), Ann Margolin (Vice Chair) Jerry R. Allen, Sheffie Kadane,
Monica Alonzo

SUBJECT **South Dallas/Fair Park Area Business Façade/Revitalization Program**

On Monday, January 7, 2013, the Economic Development Committee will be briefed on the South Dallas/Fair Park Area Business Façade/Revitalization Program.

A copy of the briefing is attached. Staff will be available at the meeting to answer questions.

Should you have any questions, please contact me at (214) 670-3296.



Ryan S. Evans
Assistant City Manager

Attachment

C: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Rosa Rios, City Secretary
Thomas Perkins Jr., City Attorney
Judge Daniel Solis, Administrative Judge Municipal Court
Craig Kinton, City Auditor
A.C. Gonzalez, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Karl Zavitkovsky, Director, Office of Economic Development
J. Hammond Perot, Assistant Director, Office of Economic Development
Lee McKinney, Assistant Director, Office of Economic Development
Stephanie Pegues-Cooper, Assistant to the City Manager

SOUTH DALLAS/ FAIR PARK AREA BUSINESS FAÇADE/ REVITALIZATION PROGRAM



Economic Development Committee
January 7, 2013

DALLAS
ECONOMIC
DEVELOPMENT



PURPOSE

Secure Council approval of Program Statement for the South Dallas/Fair Park Area Business Façade/Revitalization Program

- Program Purpose
- Program Description
- Program Goals
- Program Service Area
- Program Eligibility Requirements
- Program Procedures



PROGRAM PURPOSE

- **The purpose of the South Dallas/Fair Park Area Business Façade/Revitalization Program is to promote economic development by increasing retail sales using façade improvements grants to businesses within the South Dallas/Fair Park area.**
- **The Program is authorized by CR 12 0985 with maximum funding of \$92,522 (Appendix A)**

PROGRAM OVERVIEW

- Provide up to \$20,000 to building and/or business owners serving 51% of low to moderate income residents residing within the South Dallas/Fair Park area.
- Available to eligible building and/or business owners, serving low to moderate income residents
- CDBG grant to address deteriorating property conditions and provide façade enhancements, as viewed from the public right of way, in order to spur further business growth and development in the South Dallas/Fair Park area.



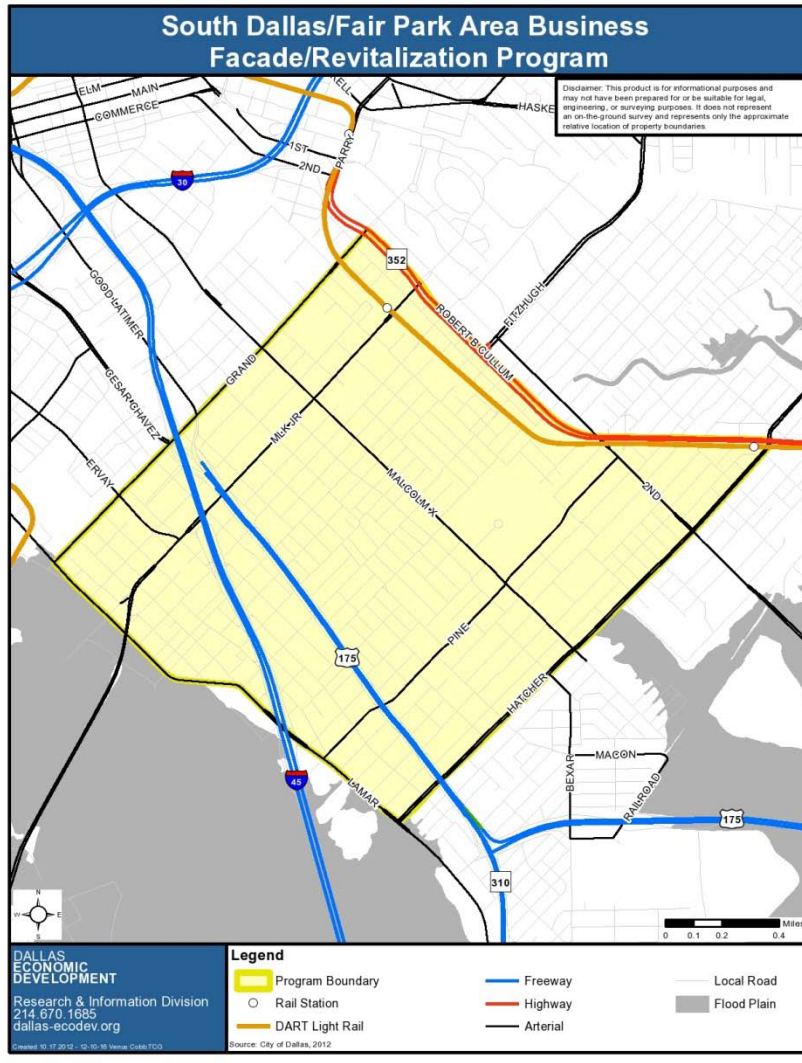
PROGRAM GOALS



- To promote a positive/proactive business climate which encourages business retention/business expansion and attract desirable new businesses.
- Enhance aesthetic appeal of business locations to promote economic viability of businesses within the South Dallas/Fair Park area.
- Benefit low to moderate income South Dallas/Fair Park neighborhood residents by encouraging retail business through façade improvement grants.

SERVICE AREA

NATIONAL OBJECTIVE : AREA BENEFIT



Service area boundaries include: Grand, Robert Cullum/Scyene, Hatcher, and Lamar

Investment area (area benefitted) is primarily residential and have at least 51% low/moderate income residents located in block groups with at least a 20% poverty rate.



ELIGIBILITY REQUIREMENTS

- Building and/or eligible business owners must be located within the South Dallas/Fair Park targeted area and provide 51% of its products or services to low to moderate income persons.
- Building and/or eligible business owners must have been in operation for a minimum of three (3) years and agree to remain in business for three years after completion of façade improvements.
- Building owners must provide proof of ownership of the building and a current lease agreement with the business owner for not less than three years.
- Business owners who are leasing must provide written approval from the property owner for intended renovation and have current 15 year lease.
- Building and/or eligible business owners must be current on property taxes and city utilities and provide proof thereof.
- Proof of property and liability insurance of \$1 million must be provided.

ECO PROGRAM MANAGEMENT PROCEDURES

- Award façade improvement grants on a 1st come 1st serve basis, of up to \$20,000 per business, and establish grant agreements with approved grant applicants
- Conduct façade improvement site visits and coordinate code inspections
- Process contractor payments upon completion of work and verification of code compliance
- Monitor building/business activities for three years following completion of façade improvements to ensure grant compliance.

APPENDIX A

- On February 2, 2009, the Housing Committee (HC) was briefed on the FY 2008-09 CDBG Extensions and Reprogramming recommendations. The HC recommended amending the CDC's recommendation which included directly reprogramming \$92,522 from N2WIN! (BAMA Pie) to MLK Boulevard Business Facade/Revitalization Program.
- On March 25, 2009, the City Council approved, by resolution 09-0856, the authorization of the City Manager to establish FY2008-09 appropriations and disburse funds up to \$344,703 of reprogrammed Community Development Block Grant Funds which included the MLK Blvd Business Façade/Revitalization Program for \$92,522.
- On June 22, 2011, the City Council approved Resolution No. 11-1679, adopting the final FY 2011-12 Consolidated Plan Budget and the final FY 2010-11 Reprogramming Budget.
- On December 8, 2011, the Community Development Commission (CDC) Financial Monitoring Committee reviewed and recommended the City Manager's proposed budget for extensions and reprogramming of CDBG funds with no amendments.

APPENDIX A CONTINUED...

- On February 8, 2012, the City Council approved Resolution No. 12-0457 authorizing preliminary adoption of Substantial Amendment No. 12 to the 2008-09 through 2012-13 Consolidated Plan to revise the MLK Business Facade/Revitalization Program funded in the amount of \$92,522 to expand the allowable service area and change the program name to South Dallas/Fair Park Area Business Facade/Revitalization Program; and a public hearing to be held on March 28, 2012 to receive comments on Substantial Amendment No. 12 to the 2008-09 through 2012-13 Consolidated Plan.
- On March 28, 2012, the City Council authorized a public hearing to receive comments on Substantial Amendment No. 12 to the 2008-09 through 2012-13 Consolidated Plan to revise the MLK Business Facade/Revitalization Program funded in the amount of \$92,522 to expand the allowable service area and change the program name to South Dallas/Fair Park Area Business Facade/Revitalization Program; and at the close of the hearing, authorized final adoption of Substantial Amendment No. 12 to the 2008-09 through 2012-13 Consolidated Plan by Resolution No. 12-0985.