



To: CCDC Board of Directors  
From: CCDC Policy Committee & DMC Staff  
Date: December 8, 2021  
RE: Good Neighbor Grant – Final Program Draft

I. Background:

In 2015, the U.S. Department of Housing and Urban Development (HUD) awarded Memphis Housing Authority (MHA) and the City of Memphis a Choice Neighborhoods Initiative (CNI) grant for the South City neighborhood. As a commitment to demonstrate local support of the CNI Grant, the DMC committed to co-fund the program. CCDC matched the CNI funding with another \$250,000 to be used on properties located within the Central Business Improvement District (CBID), resulting in a \$500,000 total budget to fund exterior improvements of buildings, sites, and streetscapes in South City.

In 2017, the program became available for applicants. Over the last 4 years, CCDC approved 14 applications and all funding has been allocated. Due to the success and continuing demand for the program, staff is requesting that the CCDC board approve a second iteration of the program. We now have the opportunity to take what we've learned over the past few years and partner with additional neighborhood experts to continue our impact on downtown and its adjacent neighborhoods. The Good Neighbor Grant (2022) mirrors the South City Good Neighbor Grant program, with adjustments to reflect current priorities and funding availability. A final draft of the proposed grant is attached.

The following outline describes the major elements of the program as recommended by DMC Staff:

II. Purpose of Grant:

This grant is designed to help neighborhoods fight blight and to provide commercial property owners and businesses the resources to make exterior improvements to their property.

III. Goals for Grant Program:

- Encourage property investment in downtown and downtown-adjacent neighborhoods.
- Foster a consistent, vibrant, and safe pedestrian experience along key commercial corridors.

- Strengthen or restore the character of important places within the community.
- Increase the longevity of locally owned businesses.

#### IV. Project Eligibility:

In general, exterior repairs and improvements easily seen from the street or public sidewalk are potentially eligible for grant funding. Examples of eligible improvements include, but are not limited to:

- Exterior building repairs
- Exterior painting
- Tuck-pointing & masonry repair
- Commercial storefronts, windows, and doors
- High-quality exterior signage, canopies, and awnings
- New fencing (wrought iron or similar quality)
- Exterior lighting
- Sidewalk repair & landscaping
- Removal of inappropriate site features (razor wire, chain link fences, window bars, etc.)
- Architecture, design, & permitting fees for exterior work
- Public art

#### V. Administration & Process:

- \$650,000 total budget for grant program.
- CCDC's \$200,000 will be used inside the CBID; program partner's matches will be used outside the CBID.
- CCDC/DMC will administer the program for all projects (inside & outside CBID).
- Equal Business Opportunity (EBO) program will apply to all projects.
- Design Review Board (DRB) review and approval required for all projects.
- CCDC's Design Assistance Program can be extended to this grant.
- Goal is to have the new grant available in Q1 2022.

#### VI. Program Details:

- Program is modeled after CCDC's previous South City Good Neighbor Grant program
- Commercial buildings only.
- Applicant must be current on taxes.
- \$25,000 max grant per project. Subject to availability, additional funding may be available for projects located within the Uptown TIF boundary.
- Financial match is required (90% grant funding / 10% applicant funding).
- Reimbursable program, or CCDC can pay the contractor directly based on invoices.

VII. How to Apply in 5 Steps:

1. Applicant submits the project idea to DMC staff.
2. Applicant prepares a project budget and simple design plans.
3. Applicant commits to follow the EBO program and submits Utilization Plan (EBO Form A) to staff.
4. Applicant submits an application to CCDC and DRB.
5. Work can begin following CCDC and DRB approval.

VIII. Outreach & Implementation:

- Focus areas have been identified (see map in draft application)
- DMC has identified & mapped existing businesses in focus areas.
- Proactive marketing and outreach will be key to program success.
- DMC & program partners will identify priority corridors & high-impact properties.
- DMC & program partners will collaborate on direct outreach (mail & door-to-door).

IX. Staff Recommendation:

Staff requests that CCDC approve the attached final version of the Good Neighbor Grant and make it operative as of January 1, 2022.