



Agenda Item:

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## COUNCIL COMMUNICATION City Manager's Office

### GENERAL INFORMATION

Agenda Date: 08/23/04  
04-414

Communication No.:

Agenda Item Type: Resolution  
No.:

Roll Call

Submitted by: Richard Clark, Deputy City Manager

### SUBJECT—

Resolution approving funding of an economic development grant to the Beaverdale Business Coalition for costs associated with the neighborhood's Urban Neighborhood Commercial District Pilot Project.

### SYNOPSIS—

On June 15, 2004, the Iowa Department of Economic Development (IDED) selected Beaverdale as Iowa's first Urban Neighborhood Commercial District Pilot Project. This pilot project will be administered through IDED and the National Trust for Historic Preservation Main Street Center. The ultimate goal of this project is to develop an economically, physically and socially healthier Beaverdale neighborhood. To support this project, the City will contribute \$30,000 to assist with administrative costs.

### FISCAL IMPACT—

\$30,000 to be paid in three annual installments of \$10,000. This project will be funded from the Economic Development Enterprise account. The first installment will be made immediately following Council approval. The two subsequent payments will be made in FY06 and FY07.

### RECOMMENDATION—

Approval

## **BACKGROUND—**

In the fall of 2002, the Beaverdale Neighborhood Association (BNA) became concerned about the vacant commercial space at the Beaverdale shopping area, specifically the building vacated by Walgreen's. The BNA created a task force to study the issue, which included business owners and other interested community members. In November 2002, the BNA met with the community to seek input on the commercial needs of the neighborhood and the current vacancy issue. At this time, representatives from Brooks, Borg & Skiles and RDG Crose, Gardner & Shukert volunteered their professional planning and design services. The Task Force organized a planning and design charrette which was held in February 2003. City Staff representatives from the Office of Economic Development and the Community Development Department provided technical assistance to the Task Force.

On July 28, 2003, Council approved an economic development grant of \$5,000 to allow Beaverdale to expand and refine the Beaverdale Village Conceptual Revitalization Plan and to hire appropriate consultants to conduct this work (Roll Call No. 03-1810).

On August 11, 2003, Council approved a resolution directing staff to continue to work with the Beaverdale Business Coalition to identify affordable strategies to begin implementation of the Beaverdale Village Plan (Roll Call No. 03-1912).

On January 26, 2004, Council designated support of the Beaverdale's Main Street Iowa application and agreed to participate in the development and financial support of the local Main Street program (Roll Call No. 04-211). No dollar amount was specified at this time. Beaverdale's application was not selected for participation in the standard Main Street program, however, the neighborhood has been selected for a pilot project under Main Street's Urban Neighborhood Commercial District Pilot Project. The \$30,000 economic development grant will help the neighborhood fund the administrative costs associated with this project. These costs include, but are not limited to, hiring an executive director, rent and utilities, promotion, training and general administrative costs.