

Memorandum

Date: July 19, 2011

To: Policy Board Members and Alternates

From: Robert D. Miller, Director

Subject: Policy Waiver

The Sheridan Neighborhood Organization (SNO) has been working for several years on implementing a strategy in their Phase II Neighborhood Action Plan (Crime and Safety Strategy 1.1) that calls for installing streetlights along 13th Avenue. Thirteenth Avenue is a critical element of their street grid and the center of their business community. It has been dramatically revitalized with investments from the neighborhood during Phase I and SNO is now working to accomplish the next step of their plan.

The neighborhood has been working diligently to raise the 10% contribution from “sources other than NRP” required by NRP’s Streetscape Funding policy. This policy was adopted in 1998 and was intended to ensure that those who benefit from streetscape improvements have contributed to their implementation.

With the economic conditions now facing the local businesses in the impacted area, the limited number of resources other than NRP available to help neighborhoods accomplish major improvements, and the limited availability of funds for providing general operating funds to neighborhood organizations in the future, SNO wants to preserve the revenues raised from its fundraising efforts and use its NRP dollars to complete this project.

The businesses impacted and benefiting from the streetlights have been major contributors to SNO and its fundraising efforts over the years. They have clearly, as indicated in the attached email from John Akre, been doing their part to support the neighborhood and its revitalization.

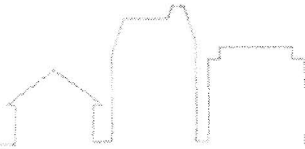
After reviewing the request of the neighborhood and the additional material that I required, I am recommending the following resolution for consideration by the Board:

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RESOLVED, That the Neighborhood Revitalization Program Policy Board (Board) has received and reviewed the request of the Sheridan Neighborhood Organization (SNO) for a waiver of the NRP Streetscape Policy;

FURTHER RESOLVED, That the documentation provided by SNO shows support for the neighborhood by the businesses that will benefit from the streetscape improvements;

FURTHER RESOLVED, That the Board agrees that a waiver of the streetscape policy is appropriate based on the information submitted by SNO and authorizes SNO to use its NRP funds to support up to 100% of the costs associated with implementation of the 13th Avenue street lighting project.



Dear Mr. Miller,

The board of the Sheridan Neighborhood Organization would like to request a waiver to the NRP Policy Board's Streetscape Funding Policy. This policy states that a "proposed streetscape project in which part of the funding for public improvements will be provided by NRP must contain a minimum of ten percent (10%) of the public improvement project's total funding from sources other than NRP (e.g foundations, other public funds, benefiting property owners)."

The Sheridan Neighborhood Organization (SNO) has already committed NRP funds to cover nearly 90% of the cost for streetlights along the 13th Avenue corridor (Sheridan Phase II NRP Plan Crime and Safety Strategy 1.1). SNO would like a waiver to allow the remainder of the cost of the Streetlight Project be paid with Sheridan NRP funds.

The Streetscape Funding policy states that "property owners should pay some amount, even if minimal, to assure support for the public improvements in an NRP streetscape project." We believe that property owners along the route, many of which are businesses, have already shown this support by contributing time, money and services to SNO in its campaign to fundraise for the remaining 10% of the project costs.

We also think that it is appropriate that NRP funds pay the full cost of this improvement because of the role that 13th Avenue NE plays in the Twin Cities region, and the benefits of this project for the community beyond Sheridan. This corridor contains destinations such as the Ritz Theater and other entertainment venues, restaurants, art galleries and shops that draw visitors from well beyond the neighborhood.

And with the future of funding for neighborhood organizations uncertain, SNO would like to protect its limited financial assets so that it can sustain the organization and continue to carry out neighborhood activities. The final cost of the Streetlight Project was higher than the initial estimate, and a 10% SNO contribution would exhaust the organization's financial resources. As an all-volunteer organization, SNO has a history of accomplishing much with little. We would like to use these funds to continue in this fashion.

Please contact me with any other questions, and thank you for your support.

Sincerely,

Jenny Fortman, President

Sheridan Neighborhood Organization
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Bob Miller

From: "John Akre" <jakre@mtn.org>
To: <rmiller@nrp.org>
Sent: Monday, July 18, 2011 11:03 AM
Subject: Sheridan business commitment to the 13th Ave. Streetlight project
Hi Bob,

Hope you are having a good summer and finding ways to keep cool!

You asked for more information about contributions by stakeholders of the Sheridan/13th Ave. NE streetlight project. Here are some numbers and names of contributors.

The main fundraising event we held to bolster up our streetlight fund was the SNO Ball crawl.

The SNO Ball Crawl event was held in February 2010. The gross total amount raised by the event was \$7,760, of which \$2,365 was produced by the auction, \$3,005 at the door, and donations from Sheridan businesses and residents, \$2,390. Our costs were \$1,965, for a net fund-raising total for the event of \$5,795.

The following businesses donated auction items:

Frank Stone Gallery
Pedal Pub
Floor Center (Jenny Fortman's employer)
Snap Fitness
Movables furniture consignment
Powderkeg Live! Performance tickets
Shuga Records
Two 12 Pottery
Who Made Who Design Studio
Modern Cafe/Bourget Imports
Ritz Theater
Eastside Co-op/Thousand Hills Grass Fed Beef

All but three of these businesses are located in the Sheridan Neighborhood.

The following businesses donated discounts and a portion of their business profits for the day to the event:

Modern Cafe
331 Club
The Anchor
NE Social
Erte
Dusty's
Easel Street
Matchbox Coffee

Jon Oulman Salon
NE Community Acupuncture
Megan Odell Acupuncture
Sally Casselius Massage
Two 12 Pottery
i-ware northeast

All of these businesses are in the streetlight area.

In addition, the Nordeast Music Festival, held in August of 2010, raised \$2,200 for the Sheridan Neighborhood, to augment the streetlight fund. The businesses that contributed to this event and its fund-raising were the 331 Club, the Ritz Theater, the Modem Cafe, the NE Social, Shuga Records, Mayslack's, and Shaw's, all of which are located in the Sheridan Neighborhood, and all but the last two of which are located in the streetlight area.

Let me know if you need any additional information and thanks so much for helping us with this!

Thanks!

John

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John Akre
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*Minneapolis Neighborhood Revitalization Program
Policy Board Policy, Adopted June 27, 1994
and Amended September 28, 1998*

Streetscape Funding

Many neighborhoods developing First Step and Neighborhood Action Plans are considering, or have adopted, public improvements involving streetscapes as a part of their neighborhood improvement strategies. Streetscape projects may involve any of, but are not limited to, the following improvements:

- lighting - street and /or pedestrian
- buffers
- signage - directional and / or traffic
- bus shelters
- art work
- decorative sidewalk and street pavers
- medians

The funding of these improvements can be accomplished using mechanisms that range from total private contribution to total public funding. A policy is needed to establish a minimum level of contribution that will be expected from sources other than NRP for public improvements in NRP Streetscape Projects.

Property owners should pay some amount, even if minimal, to assure support for the public improvements in an NRP streetscape project. The costs of ongoing maintenance, therefore, shall be a responsibility of the benefiting property owners.

Many neighborhood and community commercial and industrial areas, however, primarily contain small businesses or businesses struggling to survive. Any additional financial burden without a fairly quick and convincing payback will be resisted and the streetscape projects simply won't happen.

The Streetscape Funding policy establishes a minimum commitment that will be required for any public improvements in which NRP funds are part of the public funding commitment. It provides an incentive for support by property owners, creates guidelines for leveraging NRP funds and provides for equal treatment among neighborhoods. It also eliminates false expectations and wasted energy during the project development process, allowing the neighborhoods to focus on the considerable task of planning and implementing their priority projects.

Neighborhoods will continue to have the authority to set a higher minimum percentage and to establish the maximum dollar amount committed to a streetscape project.

Streetscape Project Funding When NRP Funds Are Part of the Public Funds To Be Used

PROJECT AREAS

Any proposed streetscape project in which part of the funding for public improvements will be provided by NRP must contain a minimum of ten percent (10%) of the public improvement project's total funding from sources other than NRP (**e.g.** foundations, **other** public funds, benefiting property owners).

NRP funds shall not be used to pay for the costs of the ongoing maintenance of streetscape improvements.