



To: CCDC Board of Directors
From: DMC Staff
Date: July 19, 2017
RE: CCDC Support for the South City Choice Neighborhoods Initiative

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. South City will be a more than \$200 million dollar project including approximately \$167 million for housing, \$25 million for neighborhood improvements and \$18 million for social support programs. Redevelopment of the area around Foote Homes, the last of five traditional public housing projects in the city, is a focus of the CNI grant.

In January 2015, the DMC committed to fund a new façade grant program designed to improve the exterior appearance of buildings, sites, and streetscape within the portion of South City that is also located within the Central Business Improvement District (CBID). This commitment was made as leverage and a demonstration of local support to enhance the City of Memphis CNI Grant application. The DMC, subject to CCDC Board approval, pledged \$50,000 a year for a 5-year period. The total CCDC contribution of \$250,000 will be matched with other funding from the CNI to provide a total maximum budget of \$500,000 for the new façade grant program.

Purpose and goals of new CCDC grant:

The purpose of the new façade grant will be to help commercial property owners and businesses in the South City Neighborhood make high-quality exterior improvements and repairs to their buildings and property. Other goals include:

- Encourage property investment within the South City neighborhood
- Enhance the pedestrian experience
- Strengthen the character of important buildings and places within the community
- Help new and existing businesses succeed by enhancing their curb appeal

Recommendation:

Staff requests that the CCDC Chairman form an ad hoc Policy Committee to assist DMC staff and City of Memphis staff create a new grant program in support of the South City Choice Neighborhoods Initiative. The new grant program will be presented to the full CCDC Board for review and adoption at a future meeting.