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City of Saint Paul

**2024 Neighborhood STAR**

Deadline: 5/15/2024

**Grand Avenue Business Association  
Renovate, Revive, Reopen Storefronts on Grand Avenue**

Jump to: [Application Questions](#) [Budget](#) [Documents](#)

**USD\$ 50,000.00** Requested

Submitted: 5/14/2024 3:23:17 PM  
(Pacific)

**Project Contact**

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**Grand Avenue Business Association**

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EIN 41-1722317

**Executive Director**

Kim O'Brien  
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**Application Questions** [top](#)

**Request Information**

**1. STAR Grant Request Amount**

*Please enter a dollar amount only.*  
50,000

**2. What ward and district is your project located in?**

*Please refer to the City's ward and district look up map: <https://direc.to/iHXm>*

Ward

District

**TOTAL**

**3. Address/location of site for which you are requesting funds:**

Grand Avenue from Dale to Cretin

**4. Provide a description of the project for which you are seeking funds. Please be specific (i.e.,**

**update building facade with 3 new windows and new doors; install a new walkway and signage on the front of the building).**

**Project Narrative:**

Grand Avenue Business Association (GABA) will support small businesses by creating a business improvement grant round. Eligible businesses along Grand Avenue will be able to use funding to support voluntary aesthetic and functional improvements to buildings, signs, sites, landscaping, or interior amenities, as well as any suitable arts related street activation. With corridor investments from the City of Saint Paul pending, improvements to local business signage, building integrity, curb appeal, public art, and greening activities will further enhance the corridor's economic vibrancy.

Grand Avenue is in a time of important transition. Recent media attention related to vacant storefronts, public safety concerns, and reports from local businesses of a decline in foot traffic, has impacted the brand of this key economic engine and culturally intersectional space within the City of Saint Paul. Despite some public perception, many local businesses both new and old have continued to thrive on Grand Avenue. It's important that the City of Saint Paul and our community partners demonstrate support and care to these diverse small businesses in order to retain, grow and attract independently owned local businesses.

\$50,000 of Neighborhood STAR funds will go toward opening a business improvement grant round specifically for Grand Avenue facing businesses. We plan to keep these funds flexible to allow our small businesses to determine what they need the most to be successful. A community-based committee including neighborhood and business volunteers will evaluate eligible projects and expects to fund up to 10 projects between - \$2,500 - \$7,500. Applicants do not need to be members of GABA to apply.

**Specific Usage of Funds:**

The grant funds will be allocated for capital improvements to local businesses with frontage on Grand Avenue, including but not limited to:

Interior Renovations: Upgrading fixtures, furnishings, equipment and amenities to improve the functionality, comfort, and aesthetics of the business interiors.

**Exterior Enhancements:**

Facade improvements, signage upgrades, lighting, and storefront renovations to create a more visually appealing and cohesive streetscape.

**Streetscape Activations:**

Parklets, public art, street furniture, bike racks, landscaping, permanent planters, and other investments on private property (or via an agreement with public property owner) that add to neighborhood vibrancy and appeal of individual businesses and the corridor as a whole.

**Long-Term Impact and Sustainability:**

The investments made through the STAR Grant will have lasting benefits for the Grand Avenue corridor, contributing to its revitalization and long-term sustainability. By supporting businesses through the challenges of reconstruction and enhancing the overall attractiveness and appeal of the area, GABA aims to position Grand Avenue as a thriving commercial destination that continues to attract investment, stimulate economic activity, and foster community engagement for years to come.

**5. Please provide an estimated timeline and associated activities for your project. Please note that STAR funds may be used only after approval of funding by the Mayor and City Council.**

*For example: July-August: Parking lot demolition September-October: New asphalt and parking lot*

*striping October-November: New signage installed*

Months 1-2 - Establish a grant review committee and rubric for scoring and awarding grants to business applicants.

Months 3-4 - Conduct outreach and education around the STAR program and funds available to support local businesses. Create a printed flyer and email campaign to all known businesses on Grand Avenue.

Months 5-6 - Open application via online form with clear guidelines and constraints of the grant. Collect and review all applications on a monthly basis and make funding awards supported by the review committee using the scoring rubric.

Months 6-12 - Continue collecting applications and making awards. Request reimbursements after projects are completed on a monthly basis. Celebrate investments made through social media and GABA News.

Months 6-24 - Support local businesses through project completion. Ensure all grant funds are expended by 24 months from start per city guidelines.

**6. For public or private open-space improvement projects, please describe the approximate location(s) of the improvements and how those improvements will be maintained for 7+ years. If assessments to business or homeowner property will be required for this improvement, please describe your approach to those property-owners. If your proposal is not an open-space improvement project, please type "N/A".**

N/A

**7. For sub-loan/sub-grant programs, please attach program guidelines at the end of this application. Guidelines must include: the number of homes, businesses, or organizations to be assisted; how program participants will be selected; if the program will be coordinated with other city programs; terms or conditions required of borrowers/grantees; loan underwriting criteria (if applicable), and current balances, if any, of previous STAR funds awarded. Please provide any additional relevant information about your program here. If your proposal is not a sub-loan/sub-grant program, please type "N/A".**

This is a sub-grant program offering small grants from \$2,500-\$7,500 to businesses along the Grand Avenue corridor. There will be up to 10 grants distributed, without any requirement for matching funds. This program would be administered by the Grand Avenue Business Association for the benefit of small businesses along Grand Avenue as well as general corridor livability and appeal.

A scoring rubric will be created to assist the grant review committee in making funding decisions. Applications that support small, locally-owned businesses in the areas impacted by construction or storefront vacancies will be given preference, as will applications for projects that have demonstrated public benefit to the corridor as a whole such as elimination of blight/restoration of building facade or streetscape enhancements such as public art, lighting projects, and outdoor seating.

Selection Process:

Application Submission: Interested businesses will be invited to submit applications outlining their proposed project. The application form will include detailed questions about the business, its current challenges, how the grant will be utilized and benefit the corridor.

Review Committee: A review committee staffed by GABA and including at least one Chairperson that is a member of the Grand Avenue Business Association Board of Directors, as well as at least one community leader outside of GABA, will be formed to evaluate grant applications. No more than 6 total members will be appointed to the committee. The committee will represent diverse perspectives and expertise to ensure fair and objective review.

Criteria for Evaluation:

Applications will be evaluated based on predetermined criteria, which may include:

- Demonstrated impact on the business due to road reconstruction and/or demonstrated impact on the business due to deteriorated public infrastructure, public safety issues, and/or vacant storefronts.
- Potential impact of the proposed project on the business's viability and long-term sustainability.
- Alignment with the goals of the STAR Grant program, including revitalizing storefronts, enhancing community vibrancy, and supporting economic development.
- Priority may be given to locally-owned small businesses (whether they lease or own the building), particularly those owned by BIPOC individuals and/or women, to promote equity and inclusivity.
- Demonstrated long-term (7+ years) impact and benefit of investment to the business and community.
- Detailed budget outlining the estimated costs of proposed improvements.
- Preference may be given to businesses that demonstrate a willingness to contribute financially to the project, either through matching funds, in-kind contributions, or investment of their own capital.
- Reasonable proposed timeline for the implementation of improvements, outlining key milestones and deadlines for completion.

#### Scoring and Ranking:

Each application will be scored based on the established criteria, and businesses will be ranked according to their scores. The review committee will carefully consider the merits of each application and the potential benefits to the community.

#### Notification and Award:

Businesses selected to receive grants will be notified by the Grand Avenue Business Association. Awarded businesses will receive detailed instructions on how to access and utilize the grant funds, along with any reporting requirements.

#### Administration and Oversight:

The Grand Avenue Business Association will administer the Sub-Grant Program, ensuring transparency, accountability, and adherence to program guidelines. The association will provide guidance and support to grant recipients throughout the project implementation process as needed.

#### Monitoring and Evaluation:

The progress and impact of funded projects will be monitored and evaluated by the Grand Avenue Business Association to ensure the effective use of grant funds and achievement of project objectives. Regular communication with grant recipients will facilitate feedback and adjustments as necessary to maximize the program's success.

By implementing a transparent and equitable selection process, the Sub-Grant Program will provide critical support to local businesses, fostering resilience, and contributing to the revitalization of the Grand Avenue corridor.

## **Public Purpose**

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**8. Please explain how your proposal will maintain or increase Saint Paul's tax base (i.e. property**

**taxes and/or sales taxes).**

Supporting the economic vitality of Saint Paul's Grand Avenue is a priority for GABA and our community partners. Specifically, business improvement grants will support St. Paul's business economy by investing in place-enhancing improvements in an important local business district, resulting in a strengthened tax base.

This is a timely investment given the City's plans for construction and transit improvements along the corridor starting in 2024. Indeed the program will help offset the detrimental effects of road construction, social unrest, public safety concerns, and high profile vacant storefronts, and position the businesses to be revitalized into the future.

These projects are aligned with our vision for neighborhood beautification, demonstrating that Grand is a vibrant place to visit, shop, raise a family, or start/grow a business. Improved pedestrian experience from business façade improvements and streetscape activations will result in increased shopping in the area, thus keeping dollars in the community and making the area more attractive for new businesses to develop.

**9. Please provide the number of and salary of new permanent full-time and part-time jobs that will be created and retained over the next five years as a result of this project. Retained jobs are only those jobs that would be lost without STAR funding:**

10	New permanent, full-time jobs
30	Average salary
10	Retained permanent, full-time jobs
30	Average salary
20	New permanent, part-time jobs
15	Average salary
20	Retained permanent, part-time jobs
15	Average salary
150.00	<b>TOTAL</b>

**10. Will your proposal revitalize a currently vacant storefront? If yes, please include any relevant details about the space you will be revitalizing.**

There are at least 10 vacant storefronts on Grand Ave. Many of these have occurred in just the last few years leading to a sense of urgency to re-think economic development strategy and re-invest in the corridor in meaningful ways to support the types of small locally owned businesses that the community cherishes. Grants may be used to activate the empty storefronts in creative ways: participatory art installations, lighting, exterior improvements, artwork, community-based social activities, and more. Revitalizing vacant buildings and the businesses that surround them, will be a key goal of the program with weight given to those projects that do so.

**11. Please describe how your project advances climate action, sustainability, and/or resilience as set forth in the Saint Paul Climate Action and Resilience Plan.**

Renovate, Revitalize and Reopen supports the Saint Paul Climate Action and Resilience Plan by opening conversations about small business greening and energy efficiency. These grant conversations will highlight access to other programs like Xcel Energy Business Assessments and BizRecycling to make their buildings and businesses more sustainable and green.

Through outreach around the sub-grant program we plan to connect with local businesses on opportunities to become more sustainable through direct referrals to resources. GABA will also emphasize the importance of working with contractors who include life-cycle costs when selecting construction materials.

Our proposed project further aligns with the Saint Paul Climate Action and Resilience Plan on multiple fronts:

- Projects through our planned Business Improvement Grant round will align with city codes and should emphasize energy-efficiency whenever possible
- Sustainable modes of transportation: Winning projects will emphasize pedestrian experience, putting people first and the automobile last.
- Natural resource improvements: improvements will promote a greater sense of connectivity to the local area where residents and visitors are encouraged to take pride and care for local spaces (streetscape, parks, recreation). Further, business grants will be open to landscaping or greening projects, promoting cleaner landscapes and air. Aligned with the Climate Action and Resilience Plan, “landscaping should be chosen to fit the specific type of stormwater facility and should be appropriate for the local climate and soils.” GABA will facilitate connections to the Capitol Region Watershed District when programs can support grantees efforts to green up their properties.
- Making social connections and promoting the city’s plan to address climate equity across age, ethnicity, income and demographics reflects the plan’s intentions. Grand Avenue is a commercial and cultural node where area businesses attract a broad intersection of Saint Paul residents, visitors, and tourists.

**12. Please describe how your project contributes to, celebrates, or strengthens cultural diversity in St. Paul**

The restaurants, retail shops and businesses along Grand Avenue are owned and operated by people who mirror the wonderful diversity of Saint Paul in general. Diverse business ownership and community-supported uses will be acknowledged via these grants. Allocating these funds supports not only the business where their storefronts are located - but extends the financial investment into other neighborhoods around the city, creating a broader ripple effect.

Fifty percent of people living in the neighborhoods around Grand Ave are renters, mostly in a large collection of older buildings which are naturally occurring affordable housing, as well as supportive housing and student housing. The bulk of these are on or adjacent to Grand Avenue, subsequently, improving the streetscape and vitality directly affects this underserved group in this neighborhood.

**13. Please describe how your project contributes to equity, defined as ensuring that opportunities in education, employment, housing, health, and safety are equitably distributed; that all residents have timely and relevant access to services, resources, support, and opportunity, and that race, gender identity, sexual orientation, language, ethnicity, national origin, disability status, age, or zip code should neither determine nor deny or limit any person the opportunity to achieve their full potential.**

GABA is committed to equity in this and all programs and endeavors. As a public commercial corridor, served by high frequency public transit for thousands of shoppers, workers, and local residents, visitors - there are no barriers to access to the businesses and services along Grand Avenue or to start one up. All are welcome here and everyone shows up. Common spaces and commercial streets are the ultimate places for intersection, connection, and opportunity.

**Community Need**

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**14. Describe how your project fills a need in the neighborhood or addresses a neighborhood goal (i.e., how does your project fit into the Small Area Plan for your neighborhood?).**

Renovate, Revitalize and Reopen is a critical grant program that will help small businesses on Grand Avenue bridge shifts in the retail industry, ensure that current establishments continue to thrive, and pave the way for new small and locally-owned businesses to locate on Grand Avenue.

Grand Avenue is in a time of important transition. Recent media attention related to vacant storefronts, public safety concerns, and reports from local businesses of a decline in foot traffic, has impacted the brand of this key economic engine and culturally intersectional space within the City of Saint Paul. It's important that the City of Saint Paul and our community partners demonstrate support and care to these diverse small businesses in order to retain, grow and attract independently owned local businesses.

GABA and our community partners are in alignment with the City's Small Area Plan to create a Grand Avenue that will continue to thrive for future generations as a mixed-use, walkable, corridor supporting both local needs and drawing visitors that contribute to the community's economic vibrancy.

**15. Describe how your proposal includes community input in its development (i.e., collaboration or support from your district council or neighborhood group).**

This initiative serves the entire community. The Grand Avenue Working Group, led by the Summit Hill Association with membership by GABA, Mac Groveland Community Council, city staff and elected leaders as well as community members generated the idea for City support of local improvements for Grand Avenue businesses and helped generate the ideas to apply for a sub-grant program from STAR.

The Working Group Goals include:

1. Fill existing vacancies, especially the long-term vacancies.
2. Improve the built environment. This includes cosmetic updates to the avenue, making Grand Avenue a more attractive place to explore.
3. Bring more community-oriented programming and events to Grand Avenue.
4. Highlight and promote existing businesses on Grand Avenue.
5. Establish partnerships, funding, and regulatory changes to help Grand Avenue respond to a changing retail environment.

GABA will lead this grant program, with participation by our community partners. In fact, the Summit Hill Association, District Council 16, endorses this application.(see attachment)

City officials and locals are acutely aware of the challenges Grand Avenue faces with empty storefronts, and have made public commitments to supporting the Avenue through road reconstruction, economic investments and improving the pedestrian experience.

## **Capacity**

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**16. Please describe your organization and the capacity for your organization to carry out the project proposed in your application.**

Between the Grand Avenue Business Association Board and staffing and operational support through the St Paul Area Chamber of Commerce, as well as community volunteers, administering these grants will be feasible. The Star Grant offers the opportunity for the organizations to connect and work more deeply with and for the neighborhood.

**17. Who will be the designated project manager? Please describe their background, skills, and experience in managing similar projects.**

Kim O'Brien is the part time Executive Director the Grand Avenue Business Association (GABA) as well as of the Rice & Larpenteur Alliance (RLA) and Vice President of Strategic Initiatives at the St Paul Area Chamber. O'Brien will serve as key staff overseeing the execution of the project (see resume attached).

O'Brien has managed previous STAR and Ramsey County Grants for Business Facade and General Improvements with positive results for businesses and funders. In addition to sub-grant programs, she has overseen neighborhood and place-enhancing programs throughout her 20 year career in public service and nonprofit management. O'Brien is supported by St Paul Area Chamber President B Kyle, as well as the Executive Committee of GABA.

A sub-committee of the GABA Board of Directors and community partners will help administer the Neighborhood STAR grant and project, refine details, and develop an application and funding criteria for business improvement grants (see program guidelines attached).

Kim O'Brien. CV attached and LinkedIn profile here:  
<https://www.linkedin.com/in/kim-o-brien-mpp-14b62321/>

## Budget

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**18. The Neighborhood STAR program is designed to provide funding for worthwhile but underfunded capital projects that could not be accomplished but for these additional funds. Please describe your need for STAR funds.**

Grand Avenue is experiencing challenges that include changes to the retail environment in urban communities across the nation. Locally, construction, deteriorating street and sidewalk conditions, and vacant storefronts have further challenged the community's economic recovery post-pandemic. Compounding these challenges, women- and minority-owned small businesses have traditionally experienced greater barriers to starting and operating a business and lack access to capital.

In order to ensure that Grand Ave remains a vibrant and diverse retail, service, and residential community into the future, making public investments that offer small businesses the opportunity to start and grow on the Avenue through financial assistance will benefit all and have a ripple effect in the broader community.

### Budget

Sub-grant program (Estimated 5-10 grants total, ranging from \$2500 - \$7500 each)

Small grants 4 \$2,500 each \$10,000

Mid-size grant 3 \$5,000 each \$15,000

Large grant 3 \$7500 each \$22,500

Sub-grant totals \$47,500

Program Administration (5%) \$ 2,500

Total Grant Program \$50,000

**19. What is the total cost of your project? If the total cost of your project is greater than your STAR grant request, please list additional sources of funding you will use to accomplish your project.**

The cost of the project will be the amount of the grant. Funding that is made available will be distributed. Although we are not requiring matching grants, we hope that these sub-grants will encourage further capital investment in buildings along the Avenue.

**20. Please list any City or HRA funds you have received in the last five years (including STAR), or that you are currently seeking for this project.**

N/A

**VI. Voluntary Applicant Questions. This information will be used for reporting purposes only and will not be used to make funding decisions. It helps the City know we are reaching all populations. If you prefer not to respond to these questions, please type N/A in the response section.**

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**21. Does the person who owns, controls, or leads at least 51% of the business or organization identify themselves as a member of any of the following groups? Select all that apply.**

Racial or ethnic minority

Military veteran



- Person with one or more disabilities
- Person living in poverty or experiencing low-income
- Person experiencing homelessness
- Woman
- Man
- Transgender
- Non-binary
- Some other gender
- LGBTQ+
- Other (please identify)

**22. If you selected "Other" for question 21, please specify. If not applicable or you prefer not to disclose, please type N/A in the response.**

N/A

**23. How does the same primary owner or operations manager identify racially or ethnically? Select all that apply.**

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino Origin
- Native Hawaiian or Pacific Islander
- White
- Prefer not to answer
- Other (please describe)

**24. If you selected "Other" for question 23, please specify. If not applicable or you prefer not to disclose, please type N/A in the response.**

N/A

**25. Is your business or organization at least 51% owned by one or more women (or in the case of a publicly owned business, at least 51% of the stock is owned by one or more women) and is the management and daily business/organization operations controlled by one or more women who own it?**

- Yes
- No
- Prefer not to answer

**26. Is your business or organization at least 51% owned by one or more BIPOC (Black, Indigenous, and Persons of Color) persons (or in the case of a publicly owned business, at least 51% of the stock is owned by one or more BIPOC persons) and is the management and daily business/organization operations controlled by one or more BIPOC persons who own it?**

- Yes
- No
- Prefer not to answer

**27. Is your business CERT certified?**

- Yes
- No
- Prefer not to answer

**28. How long have you owned/operated this business?**

N/A

**29. Is your business or organization a small business or organization as defined as businesses or organizations with under \$1 million in gross sales/generated revenue or fewer than 20 full time employees (MN Statute 645.445). 9a. If yes, how many full-time equivalent (FTE) employees do you have? (An FTE is an employee that works at least 32 hours per week. Please do not include contractors or volunteers).**

0.5

**30. What type of business or organization do you have?**

- Restaurant/Fast Food
- Food/Grocery
- Retail/Clothing/Gifts
- Personal services/Barber/Salon
- Entertainment
- Professional services
- Industrial/Manufacturing
- Technology
- Health care
- Other

**31. If you answered "Other" for question 30, please specify or type in N/A if you prefer not to disclose this information.**

Nonprofit Business Association

**32. How did you hear about the opportunity to apply for STAR Funds?**

- Council Member
- District Council
- City Staff
- City Email
- Social Media
- Chamber of Commerce
- Friend or family member
- Other

**33. If you answered "Other" for question 32, please specify or type in N/A if you prefer not to disclose this information.**

N/A

**34. NAICS code. Type "N/A" if unknown.**

N/A

**Budget [top](#)**

Sources	Amount Secured	Amount Pending	Total
Neighborhood STAR Requested Amount	USD\$ 0.00	USD\$ 50,000.00	USD\$ 50,000.00
Sweat Equity and/or Volunteer Labor	USD\$ 0.00		USD\$ 0.00
Other (please describe) _____			
Other (please describe) _____			
Other (please describe) _____			

Total	USD\$ 0.00	USD\$ 50,000.00	USD\$ 50,000.00
Uses	Amount of STAR Funds to be used	Amount of non-STAR funds to be used	Total
Subgranting program			
Commercial Renovation/Rehab: Small grants 4 x \$2500	USD\$ 10,000.00		
Commercial Renovation/Rehab: Mid-size grants 3 x \$5000	USD\$ 15,000.00		
Commercial Renovation/Rehab: Large grants 3 x \$7500	USD\$ 22,500.00		
Direct Project Costs Program Management	USD\$ 2,500.00		
	USD\$ 0.00		
<b>Total</b>	<b>USD\$ 50,000.00</b>	<b>USD\$ 0.00</b>	<b>USD\$ 0.00</b>

### Budget Narrative

This is a sub-grant program offering small grants from \$2,500-\$7,500 to businesses along the Grand Avenue corridor. There will be up to 10 grants distributed, without any requirement for matching funds. This program would be administered by the Grand Avenue Business Association for the benefit of small businesses along Grand Avenue as well as general corridor livability and appeal.

A scoring rubric will be created to assist the grant review committee in making funding decisions. Applications that support small, locally-owned businesses in the areas impacted by construction or storefront vacancies will be given preference, as will applications for projects that have demonstrated public benefit to the corridor as a whole such as elimination of blight/restoration of building facade or streetscape enhancements such as public art, lighting projects, and outdoor seating.

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Interior Renovations: Upgrading fixtures, furnishings, equipment and amenities to improve the functionality, comfort, and aesthetics of the business interiors.

Exterior Enhancements: Facade improvements, signage upgrades, lighting, and storefront renovations to create a more visually appealing and cohesive streetscape.

Streetscape Activations: Parklets, public art, street furniture, bike racks, landscaping, permanent planters, and other investments on private property (or via an agreement with public property owner) that add to neighborhood vibrancy and appeal of individual businesses and the corridor as a whole.

### Documents [top](#)

#### Documents Requested \*

#### Required? Attached Documents \*

Evidence of Site Control (Deeded Title, Purchase Agreement, Purchase Option, Existing Lease of 7+ years, Lease Agreement for 7+ years).



[Evidence of Site Control N/A](#)

Evidence that the business or organization is in good standing with the Minnesota Secretary of State



[GABA MN Sec. of State](#)

Contractor's Estimates



[Contractor Estimates](#)

Resumes of project manager and other key management



[Kim O'Brien Resume](#)

Sub-Grant/Sub-Loan Program Guidelines (if applicable)

[Sub-Grant Program Guidelines](#)

Photos of your proposed project/service area. If sub-loan/sub-grant program, please provide a map of your proposed service area.



[Photo of Proposed project/service area](#)

Letters of Recommendation or Support

[Summit Hill Association letter of support](#)

*\* ZoomGrants™ is not responsible for the content of uploaded documents.*

Application ID: 471802

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City of Saint Paul

**2024 Neighborhood STAR**

Deadline: 5/15/2024

**Roots Wellness Center**  
**Roots Wellness Center**

Jump to: [Application Questions](#) [Budget](#) [Documents](#)

**USD\$ 50,000.00** Requested

Submitted: 5/15/2024 12:28:38 PM  
(Pacific)

**Project Contact**

Katy Armendariz  
[karmendariz@rwc-mn.com](mailto:karmendariz@rwc-mn.com)  
Tel: 612-710-2797

**Additional Contacts**

*none entered*

**Roots Wellness Center**

393 Dunlap St N Ste 300  
Saint Paul, MN 55104  
United States

Telephone 612-289-5656  
Fax 651-925-0534  
Web <https://rwc-mn.com>  
EIN 46-3824598

**President**

Katy Armendariz  
[karmendariz@rwc-mn.com](mailto:karmendariz@rwc-mn.com)

**Application Questions** [top](#)

**Request Information**

**1. STAR Grant Request Amount**

*Please enter a dollar amount only.*

50,000.00

**2. What ward and district is your project located in?**

*Please refer to the City's ward and district look up map: <https://direc.to/iHXm>*

Ward

District

**TOTAL**

**3. Address/location of site for which you are requesting funds:**

1908-1916 University Avenue W St. Paul, MN 55104

**4. Provide a description of the project for which you are seeking funds. Please be specific (i.e., update building facade with 3 new windows and new doors; install a new walkway and signage on the front of the building).**

Roots Wellness Center (RWC) just purchased a part commercial, part residential space at 1914

University Ave in Saint Paul. This building houses 3 commercial units and 4 residential units. The 4 residential units have recently been updated, and the two smaller commercial units are also occupied, albeit needing repairs due to deferred maintenance needs from the previous owner. The third commercial unit was previously occupied by Keystone, but is currently vacant and not usable as is. The vision for this unit is to turn it into a vibrant, BIPOC led and centered wellness hub, but to do so, the space has to be renovated to make it usable. As such, we are planning on constructing a reception area, 2 treatment rooms for 12-14 people, 1-2 1:1 treatment rooms, 2-3 10'x10' Offices 10'x10', and 2 12'x14' offices, kitchenette space with refrigerator, microwave and sink and selection of simple interior finishes and a generic furniture plan. This renovation will include the necessary mechanical, electrical and plumbing updates to bring all areas up to code and standard in ways that make the space usable for many years to come. This also includes drywalling, all new flooring, finishing ceilings and more.

**5. Please provide an estimated timeline and associated activities for your project. Please note that STAR funds may be used only after approval of funding by the Mayor and City Council.**

*For example: July-August: Parking lot demolition September-October: New asphalt and parking lot striping October-November: New signage installed*

Week of April 29th- updated pricing based on drawings/feedback

Week of May 15th- submit to St Paul for permit (will need to have HVAC, electrical and plumbing also submit at this time)

Week of August 12th- start of construction (hopefully we will have permit back from St Paul faster- but this is ~90 days out from permit application)

Construction should be around 10-12 weeks.

STAR funds will only be applied to items taking place after September 1st

Move in end of October.

**6. For public or private open-space improvement projects, please describe the approximate location(s) of the improvements and how those improvements will be maintained for 7+ years. If assessments to business or homeowner property will be required for this improvement, please describe your approach to those property-owners. If your proposal is not an open-space improvement project, please type "N/A".**

N/A

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N/A

## **Public Purpose**

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**8. Please explain how your proposal will maintain or increase Saint Paul's tax base (i.e. property taxes and/or sales taxes).**

The property at 1908-1914 University Ave S has been rented out to many of the tenants for extended periods of time without major renovations. While the residential units were redone, the commercial units need renovations to stay operational, particularly the vacant unit where we plan to use Neighborhood STAR funding. Completing these updates will assure maintaining or even increasing property value and in return property taxes. will also have a positive impact on the surrounding buildings. The building is right off the light rail and therefore highly visible and a well kept building will increase a sense of stewardship in the

surrounding community.

**9. Please provide the number of and salary of new permanent full-time and part-time jobs that will be created and retained over the next five years as a result of this project. Retained jobs are only those jobs that would be lost without STAR funding:**

11	New permanent, full-time jobs
68000	Average salary
18	Retained permanent, full-time jobs
60000	Average salary
10	New permanent, part-time jobs
30000	Average salary
9	Retained permanent, part-time jobs
50000	Average salary
208,048.00	<b>TOTAL</b>

**10. Will your proposal revitalize a currently vacant storefront? If yes, please include any relevant details about the space you will be revitalizing.**

Roots Wellness Center's project will indeed revitalize a currently vacant storefront in St. Paul, specifically the commercial unit at 1914 University Ave which formerly housed Keystone, to establish a thriving community wellness hub. Keystone's vacant space will undergo construction to accommodate the needs of Roots Wellness Center, enabling its expansion and integration into the community.

The revitalization of the building will involve transforming the vacant space into a welcoming and accessible environment for holistic health and wellness services. This includes renovations to create therapy rooms, group meeting spaces, administrative offices, and other necessary facilities. Additionally, considerations will be made to ensure the space is culturally affirming and reflective of the diverse communities it serves.

By repurposing Keystone into a hub for community wellness, Roots Wellness Center aims to breathe new life into the area, providing valuable resources and services while also beautifying the neighborhood. This revitalization project not only benefits the local community by addressing the vacancy but also contributes to the overall vibrancy and diversity of St. Paul.

**11. Please describe how your project advances climate action, sustainability, and/or resilience as set forth in the Saint Paul Climate Action and Resilience Plan.**

Climate action, sustainability and/or resilience are not the primary goals of this capital improvement. However, we will be keeping energy efficiency in mind wherever feasible as we update the spaces.

**12. Please describe how your project contributes to, celebrates, or strengthens cultural diversity in St. Paul**

Roots Wellness Center is deeply committed to promoting cultural diversity and celebrating the richness of St. Paul's communities which is what will be at the core of establishing the Rooted Collaborative Space soon to be housed at 1914 University Ave. Here's how our project contributes to, celebrates, and strengthens cultural diversity:

**Cultural Rootedness:** Our space is grounded in the diverse cultural backgrounds of our founders and team members. As immigrants from Korea and Mexico, we bring unique perspectives and healing modalities that reflect our cultural heritage. By honoring our roots, we create a space where individuals from all backgrounds feel seen, heard, and valued.

**Community Engagement:** We operate as a grassroots organization, with community ideas and input shaping our program development. This inclusive approach ensures that our services are responsive to the needs and priorities of diverse communities in St. Paul. By actively engaging with the community, we

celebrate its diversity and empower individuals to shape their own wellness journey.

**Diverse Providers:** Our team of providers represents a wide range of backgrounds, languages, and experiences. We are intentional about celebrating and elevating each other's uniqueness, histories, and strengths. This diversity enriches the services we offer and ensures that clients can access culturally responsive care that resonates with their identities and experiences.

**Holistic Healing Modalities:** We offer holistic, culturally responsive healing modalities that honor the traditions and wisdom of diverse cultures. By incorporating practices from various cultural traditions, we recognize the importance of cultural diversity in healing and wellness. Our approach celebrates the resilience and strength of communities that have been impacted by colonization and systems of oppression.

**Education and Awareness:** We are dedicated to promoting education and awareness around cultural diversity and its importance in healing and wellness. Through workshops, events, and community outreach, we foster understanding and appreciation for different cultural perspectives. By creating opportunities for dialogue and learning, we strengthen connections within our diverse community and promote a culture of inclusivity and respect.

Overall, the Rooted Collaborative Space is a beacon of cultural diversity in St. Paul, offering inclusive, culturally responsive services that celebrate the uniqueness and resilience of all individuals and communities.

**13. Please describe how your project contributes to equity, defined as ensuring that opportunities in education, employment, housing, health, and safety are equitably distributed; that all residents have timely and relevant access to services, resources, support, and opportunity, and that race, gender identity, sexual orientation, language, ethnicity, national origin, disability status, age, or zip code should neither determine nor deny or limit any person the opportunity to achieve their full potential.**

Our project is deeply committed to equity and ensuring that all residents of St. Paul have access to opportunities and resources regardless of race, gender identity, sexual orientation, language, ethnicity, national origin, disability status, age, or zip code. Here's how our services contribute to equity:

**Culturally Grounded Services:** We provide culturally grounded services that are tailored to the unique needs and experiences of BIPOC individuals and communities. By centering cultural wisdom and traditions, we ensure that our services resonate with and support the diverse populations we serve.

**Trauma-Informed Care:** Our approach is trauma-informed, recognizing the impact of systemic oppression and intergenerational trauma on individuals and communities. Through trauma-informed care, we create a safe and supportive environment where clients can heal and thrive.

**Ancestral and Cultural Healing:** We offer healing modalities that draw on ancestral and cultural traditions, empowering individuals to reconnect with their cultural identity and resilience. By honoring ancestral knowledge, we promote healing across generations and strengthen cultural pride and resilience.

**Employment and Housing Support:** We assist community members with employment and housing needs, recognizing that stable employment and housing are essential for overall well-being and success. Our services help individuals overcome barriers to employment and housing, promoting economic equity and stability.

**Health and Mental Health Services:** We provide holistic health and mental health services that address the physical, emotional, and spiritual well-being of our clients. By offering accessible and culturally responsive healthcare, we ensure that all residents have timely and relevant access to the support they need to thrive.

**Recovery and Intergenerational Healing:** Our programs support individuals in their recovery journey from substance use and other challenges, while also promoting intergenerational healing. By addressing the root causes of trauma and addiction, we break cycles of harm and promote healing for individuals, families, and communities.



Incubation, Education, and Advocacy: We provide incubation, education, and advocacy for marginalized communities, empowering individuals to advocate for their rights and access mental health, parenting and substance use resources. Through education and advocacy, we work to dismantle systems of oppression and create a more equitable society for all.

Overall, our project is dedicated to ensuring that opportunities and resources are equitably distributed to all residents of St. Paul, regardless of background or circumstance. We strive to create a community where everyone can achieve their full potential and live healthy, fulfilling lives.

## Community Need

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### **14. Describe how your project fills a need in the neighborhood or addresses a neighborhood goal (i.e., how does your project fit into the Small Area Plan for your neighborhood?).**

Our project fills a significant need in the neighborhood by transforming the former Keystone space into a vibrant community wellness hub. Keystone had been a community staple for 30 years, addressing food insecurity and serving as a vital resource for residents. By taking over this space, we aim to continue serving the community while expanding its scope to address additional needs and goals outlined in the Small Area Plan for the neighborhood.

Our vision for the community wellness hub aligns with neighborhood goals by offering a wide range of services and resources that address the holistic well-being of residents. Specifically, we plan to provide financial planning classes, tax classes, and business mentoring to support economic empowerment and stability in the community. These initiatives directly contribute to neighborhood goals related to economic development and financial literacy. We already serve many individuals that live in the surrounding neighborhoods and there is a constant need for additional space that would allow for Roots Wellness Center to offer additional supports and services.

Furthermore, our hub will serve as an incubator for startup organizations, providing mentorship, grant writing support, and connections to community resources. This aligns with the neighborhood's desire to support local entrepreneurship and foster a thriving ecosystem of small businesses and nonprofits.

Additionally, in the aftermath of the uprisings, the Midway area of St. Paul has faced challenges related to healing and addressing health disparities. Our community wellness space will focus on healing and addressing these disparities by providing culturally responsive services, trauma-informed care, and resources to support mental and physical health.

By repurposing the Keystone space into a community wellness hub, we honor its legacy while addressing current neighborhood needs and goals. Our project not only fills a void in the community but also contributes to the overall well-being and resilience of residents in the Midway area of St. Paul.

### **15. Describe how your proposal includes community input in its development (i.e., collaboration or support from your district council or neighborhood group).**

Our proposal prioritizes community input in its development through various channels:

**Engagement with Local Leaders:** We have engaged with local leaders such as Doua from Ward 4 and Rachael at the City of St. Paul to discuss our project and gather input. This ensures that our plans align with the priorities and goals of the neighborhood.

**Partnerships with Community Organizations:** We have established partnerships with organizations like Sunrise Banks, RCCHMC, RC Workforce Solutions, and the Goodwill FASTX program. These partnerships enable us to collaborate on initiatives that address community needs and provide valuable resources and support.

**Staff and Community Involvement:** Our staff members live and work in the community, providing firsthand knowledge and insights into the needs and preferences of residents. We actively involve community members in the development of our programs and services to ensure they are responsive to local needs.

Feedback from Program Participants: We regularly gather feedback from the individuals and families we serve to assess our programs' effectiveness and identify areas for improvement. This feedback loop ensures that our services remain relevant and responsive to the community's evolving needs.

Collaboration with Mississippi Park Connection: Through our partnership with Mississippi Park Connection, we can offer programming based on the requests and needs assessments of our community. This ensures that our offerings align with the interests and desires of residents.

Creating a Welcoming Space: Our proposal includes plans for a welcoming space for community gathering and connection, where residents can participate in activities like vision boards and organizing. This space will provide a platform for community members to share their ideas and collaborate on initiatives that benefit the neighborhood.

Overall, our project actively seeks and incorporates community input at every stage of development, ensuring that our programs and services are responsive to the needs and aspirations of the residents of St. Paul's Midway area.

## Capacity

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### **16. Please describe your organization and the capacity for your organization to carry out the project proposed in your application.**

Intent Built: As your builder, Intent Built has been instrumental in developing the office design for your outpatient treatment program, mental health day treatment program for children, therapy services, and community gathering space. Their expertise ensures that the space is conducive to healing and community engagement.

Leadership Team @ RWC: Your leadership team plays a critical role in ensuring the organization's operations remain intact and facilitating a smooth transition into the new building. Their experience and dedication will guide the implementation of your vision for the wellness hub over the next 5 years.

Corey Collins from Cordavii Consulting, LLC. : Corey Nicholas Collins brings valuable expertise in Real Estate, consulting, branding, and marketing to the project. He will be functioning as the brand consultant helping tell our story and the mission and impact, we have set out to complete for the community with this project. With his guidance, we can effectively communicate our project goals, mission and services we look to bring to the community, to attract more service clients, other community resources and build partnerships that support your growth and sustainability.

Together, these partners contribute their unique skills and knowledge to create a comprehensive and impactful community wellness hub. Their collaboration reflects a shared commitment to serving the community and promoting holistic health and well-being for all.

### **17. Who will be the designated project manager? Please describe their background, skills, and experience in managing similar projects.**

Corey Nicholas Collins brings extensive experience and expertise to the table in various domains including development, branding, design, marketing, and strategic planning. This makes him an invaluable addition to any project team. Serving as the Lead brand consultant and designer at Cordavii Consulting LLC., Corey is passionately dedicated to aiding individuals and businesses in realizing their visions and attaining their business objectives through the power of design.

Beyond his role in branding and design, Corey's background as a former licensed Minnesota Contractor and his current status as a licensed Minnesota Real Estate professional add a unique dimension to his skill set. He operates as a liaison between clients and their development teams, facilitating seamless communication and collaboration among contractors and architects. Corey's involvement ensures that project objectives are clearly understood and effectively communicated, fostering a cohesive and efficient working environment.

With a keen eye for detail and a creative mindset, Corey excels in assisting clients with schematic design and concept analysis. His ability to delve deep into the essence of a brand or project enables him to develop strategies that resonate with target audiences and drive results. Additionally, Corey is well-versed in utilizing analytics to inform decision-making, ensuring that every aspect of a project is backed by data-driven insights. His understanding of the design process allows him to effectively coordinate with team members and stakeholders to ensure seamless execution.

One of Corey's key strengths lies in his ability to provide a one-stop shop for branding and marketing services seeing a project from idea to fruition. By offering a diverse range of design and consulting services through Cordavii Consulting , Corey ensures that clients receive holistic solutions tailored to their unique needs. Whether it's crafting compelling visual identities, developing strategic marketing campaigns, or refining brand messaging, Corey leverages his expertise to deliver impactful results.

Overall, Corey Collins is a versatile and dynamic professional who is well-equipped to manage projects in the areas of design, branding, marketing, and strategic planning.

## **Budget**

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### **18. The Neighborhood STAR program is designed to provide funding for worthwhile but underfunded capital projects that could not be accomplished but for these additional funds. Please describe your need for STAR funds.**

Our need for Neighborhood STAR funds is crucial to completing our project and moving into the new space at Keystone. The funds will be instrumental in covering the costs of construction and ensuring a smooth transition from our current location at Concordia.

Our timeline to vacate Concordia and complete construction at Keystone is pressing, and the price tag for the necessary renovations and build-out is significant. While we are seeking a loan to cover a portion of these costs, receiving Neighborhood STAR funds would provide the additional financial support needed to push our project to the finish line.

With the support of Neighborhood STAR funds, we can finalize the construction of our outpatient treatment program, mental health day treatment program for children, therapy services, and community gathering space – some of which are on hold until we can move into this space. These funds will allow us to create a welcoming and functional environment that meets the needs of our clients and the broader community.

Overall, the Neighborhood STAR funds are essential for us to realize our vision of establishing a community wellness hub at Keystone and continuing to serve the Midway area of St. Paul effectively.

### **19. What is the total cost of your project? If the total cost of your project is greater than your STAR grant request, please list additional sources of funding you will use to accomplish your project.**

The total cost of renovating the currently vacant storefront is \$307,400. \$50,000 of that will be covered by the Neighborhood STAR funds and the remainder will be financed through SVP – Commercial Lending. As this is a big project, we recognize the reality of construction and have built in buffers for worst case scenarios.

### **20. Please list any City or HRA funds you have received in the last five years (including STAR), or that you are currently seeking for this project.**

N/A

**VI. Voluntary Applicant Questions. This information will be used for reporting purposes only and will not be used to make funding decisions. It helps the City know we are reaching all populations. If you prefer not to respond to these questions, please type N/A in the response section.**

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### **21. Does the person who owns, controls, or leads at least 51% of the business or organization**

**Identify themselves as a member of any of the following groups? Select all that apply.**

- Racial or ethnic minority
- Military veteran
- Person with one or more disabilities
- Person living in poverty or experiencing low-income
- Person experiencing homelessness
- Woman
- Man
- Transgender
- Non-binary
- Some other gender
- LGBTQ+
- Other (please identify)

**22. If you selected "Other" for question 21, please specify. If not applicable or you prefer not to disclose, please type N/A in the response.**

N/A

**23. How does the same primary owner or operations manager identify racially or ethnically? Select all that apply.**

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino Origin
- Native Hawaiian or Pacific Islander
- White
- Prefer not to answer
- Other (please describe)

**24. If you selected "Other" for question 23, please specify. If not applicable or you prefer not to disclose, please type N/A in the response.**

N/A

**25. Is your business or organization at least 51% owned by one or more women (or in the case of a publicly owned business, at least 51% of the stock is owned by one or more women) and is the management and daily business/organization operations controlled by one or more women who own it?**

- Yes
- No
- Prefer not to answer

**26. Is your business or organization at least 51% owned by one or more BIPOC (Black, Indigenous, and Persons of Color) persons (or in the case of a publicly owned business, at least 51% of the stock is owned by one or more BIPOC persons) and is the management and daily business/organization operations controlled by one or more BIPOC persons who own it?**

- Yes
- No
- Prefer not to answer

**27. Is your business CERT certified?**

- Yes

- No
- Prefer not to answer

**28. How long have you owned/operated this business?**

10 years

**29. Is your business or organization a small business or organization as defined as businesses or organizations with under \$1 million in gross sales/generated revenue or fewer than 20 full time employees (MN Statute 645.445). 9a. If yes, how many full-time equivalent (FTE) employees do you have? (An FTE is an employee that works at least 32 hours per week. Please do not include contractors or volunteers).**

No

**30. What type of business or organization do you have?**

- Restaurant/Fast Food
- Food/Grocery
- Retail/Clothing/Gifts
- Personal services/Barber/Salon
- Entertainment
- Professional services
- Industrial/Manufacturing
- Technology
- Health care
- Other

**31. If you answered "Other" for question 30, please specify or type in N/A if you prefer not to disclose this information.**

N/A

**32. How did you hear about the opportunity to apply for STAR Funds?**

- Council Member
- District Council
- City Staff
- City Email
- Social Media
- Chamber of Commerce
- Friend or family member
- Other

**33. If you answered "Other" for question 32, please specify or type in N/A if you prefer not to disclose this information.**

N/A

**34. NAICS code. Type "N/A" if unknown.**

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**Budget [top](#)**

Sources	Amount Secured	Amount Pending	Total
Neighborhood STAR Requested Amount	USD\$ 50,000.00	USD\$ 50,000.00	USD\$ 50,000.00
Other City Funding			

Other Government Funds			
Private Funding	USD\$ 257,400.00	USD\$ 257,400.00	USD\$ 257,400.00
Sweat Equity and/or Volunteer Labor			
Other (please describe)			
Other (please describe)			
Other (please describe)			
<b>Total</b>	<b>USD\$ 307,400.00</b>	<b>USD\$ 307,400.00</b>	<b>USD\$ 307,400.00</b>
<b>Uses</b>	<b>Amount of STAR Funds to be used</b>	<b>Amount of non-STAR funds to be used</b>	<b>Total</b>
Acquisition			
Renovation/Rehab - Commercial	USD\$ 307,400.00	USD\$ 307,400.00	USD\$ 307,400.00
Renovation/Rehab - Residential			
New Construction - Commercial			
New Construction - Residential			
Public Improvements			
Private Open Space Improvements			
Direct Project Costs - please list in your budget narrative			
<b>Total</b>	<b>USD\$ 307,400.00</b>	<b>USD\$ 307,400.00</b>	<b>USD\$ 307,400.00</b>

**Documents** [top](#)

**Documents Requested \***

**Required? Attached Documents \***

Evidence of Site Control (Deeded Title, Purchase Agreement, Purchase Option, Existing Lease of 7+ years, Lease Agreement for 7+ years).



[Purchase Agreement](#)  
[Purchaser's Settlement](#)

Evidence that the business or organization is in good standing with the Minnesota Secretary of State



[Secretary of State Standing](#)

Contractor's Estimates



[Contractor estimate](#)

Resumes of project manager and other key management



[Resume-Katy](#)  
[Corey Collins Resume](#)

Sub-Grant/Sub-Loan Program Guidelines (if applicable)

Photos of your proposed project/service area. If sub-loan/sub-grant program, please provide a map of your proposed service area.



[Photo](#)  
[Project Presentation Booklet](#)

Letters of Recommendation or Support

\* ZoomGrants™ is not responsible for the content of uploaded documents.

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City of Saint Paul

**2024 Neighborhood STAR**

Deadline: 5/15/2024

**Celtic Junction Arts Center (CJAC)**  
**Celtic Junction Arts Center Capital Improvements**

Jump to: [Application Questions](#) [Budget](#) [Documents](#)

**USD\$ 75,000.00** Requested

Submitted: 5/15/2024 11:20:18 AM  
(Pacific)

**Project Contact**

Natalie O'Shea  
[natalie@celticjunction.org](mailto:natalie@celticjunction.org)  
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**Additional Contacts**

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**Celtic Junction Arts Center (CJAC)**

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EIN 81-2895293

**Executive Director**

Natalie O'Shea  
[natalie@celticjunction.org](mailto:natalie@celticjunction.org)

**Application Questions** [top](#)

**Request Information**

**1. STAR Grant Request Amount**

*Please enter a dollar amount only.*  
75000

**2. What ward and district is your project located in?**

*Please refer to the City's ward and district look up map: <https://direc.to/iHXm>*

Ward

District

**TOTAL**

**3. Address/location of site for which you are requesting funds:**

Celtic Junction Arts Center.  
836 Prior Ave N, St Paul, MN 55104

**4. Provide a description of the project for which you are seeking funds. Please be specific (i.e., update building facade with 3 new windows and new doors; install a new walkway and signage**



**on the front of the building).**

Expand the 2nd floor Eoin McKiernan Library by 600 square feet to accommodate new works and programs

Install a first-floor 220 sq. ft. green room space enabling performers to prepare for shows, build new 3,000 sq. ft. performance space and add five new public bathrooms and update an accessible bathroom

Create dedicated 270 sq. ft. storage space for light, sound, and event equipment on the first floor

Install a commercial kitchen and food/beverage service area on the first floor with 800 sq. ft. new build and 700 sq. ft. renovated space

Add 900 sq. ft. of new outdoor patio space for food/beverage service and performances

Establish ADA accessible entrance and pathways throughout the building including elevator, ramps, and automatic door openers

**5. Please provide an estimated timeline and associated activities for your project. Please note that STAR funds may be used only after approval of funding by the Mayor and City Council.**

*For example: July-August: Parking lot demolition September-October: New asphalt and parking lot striping October-November: New signage installed*

January to July 2024: continue fundraising, secure \$250,000 in cash and pledges

August 2024: Finalize drawings and select contractor; ongoing fundraising

September 2024: select contractor; ongoing fundraising

October to December 2024: bid project, conduct value engineering as necessary; ongoing fundraising, secure cumulative total of \$500,000 for project

March to May 2025: begin exterior construction necessary to create footprint for expansion, install ramps; ongoing fundraising, secure cumulative total of \$1MM for project

June to July: 2025: frame interior spaces; ongoing fundraising, secure cumulative total of \$1.25MM for project

August to October 2025: install commercial kitchen, elevator, finish interiors of Eoin McKiernan Library, green room, and storage space; continue fundraising with cumulative total of \$1.75MM for project

November 2025: complete all required city and state inspections

December 2025: open new facilities for use; fundraising complete at \$2.6MM

**6. For public or private open-space improvement projects, please describe the approximate location(s) of the improvements and how those improvements will be maintained for 7+ years. If assessments to business or homeowner property will be required for this improvement, please describe your approach to those property-owners. If your proposal is not an open-space improvement project, please type "N/A".**

The improvements will be made along the west, north, and east perimeter of the building at 836 Prior Avenue North, St. Paul, and within the interior of the building. These improvements will be maintained for at least seven years through the normal operations of the organization, including enhanced food and beverage sales at Irish cultural and arts events held within the building, as well as through the successful ongoing operations fundraising of the organization. Celtic Junction Arts Center has sustained operations with the building for 15 years and the planned expansion has garnered significant public engagement demonstrated in the attached letters of support and the project funds raised to date.

**7. For sub-loan/sub-grant programs, please attach program guidelines at the end of this application. Guidelines must include: the number of homes, businesses, or organizations to be assisted; how program participants will be selected; if the program will be coordinated with other city programs; terms or conditions required of borrowers/grantees; loan underwriting criteria (if applicable), and current balances, if any, of previous STAR funds awarded. Please provide any additional relevant information about your program here. If your proposal is not a sub-loan/sub-grant program, please type "N/A".**

N/A

**Public Purpose**

**8. Please explain how your proposal will maintain or increase Saint Paul's tax base (i.e. property taxes and/or sales taxes).**

This project is part of a property that is privately owned and pays property tax. The improvements will enhance the value of the property and result in increased taxes. Celtic Junction Arts Center will offer expanded food and beverage for purchase with the completion of the commercial kitchen and service area. All required state and local taxes will be levied on food and beverage business.

**9. Please provide the number of and salary of new permanent full-time and part-time jobs that will be created and retained over the next five years as a result of this project. Retained jobs are only those jobs that would be lost without STAR funding:**

2	New permanent, full-time jobs
52315	Average salary
2	Retained permanent, full-time jobs
58000	Average salary
0	New permanent, part-time jobs
0	Average salary
1	Retained permanent, part-time jobs
18000	Average salary
128,320.00	<b>TOTAL</b>

**10. Will your proposal revitalize a currently vacant storefront? If yes, please include any relevant details about the space you will be revitalizing.**

No

**11. Please describe how your project advances climate action, sustainability, and/or resilience as set forth in the Saint Paul Climate Action and Resilience Plan.**

The expanded food and beverage service will include compost recycling and use of compostable, recyclable, or reusable materials – such as leftover food composting, compostable cups/plates/silverware, recycled cans/bottles/paper, and reusable glasses, plates, and silverware. Further, food and beverage appliances will be energy efficient. Finally, HVAC improvements will include smart meters to minimize energy use.

**12. Please describe how your project contributes to, celebrates, or strengthens cultural diversity in St. Paul**

The expanded and improved facility will enable Celtic Junction Arts Center to meet the demand of its growing audience and students for Irish cultural and arts programs. Celtic Junction Arts Center is a beloved and unique home to Celtic programs in the United States. It serves 83,000 people annually through seminars, concerts, events, cultural education programs, and its Eoin McKiernan Library of Irish literature and history. Of these participants, approximately 27,000 attend events and activities at its 836 Prior Avenue, St. Paul site and the majority attend events hosted in outreach activities at partners' sites. Founded in 2009, the Center is recognized by Ireland's Department of Foreign Affairs (DFA) as the Irish Cultural Center of Minnesota and receives annual funding from the DFA's Emigrant Support Program. The Center's goals are to bring authentic Irish culture to all Minnesotans and to help people of Celtic origin explore their heritage. Celtic Junction Arts Center (CJAC) believes empathy and understanding are built when we understand our own heritage and histories.

**13. Please describe how your project contributes to equity, defined as ensuring that opportunities in education, employment, housing, health, and safety are equitably distributed; that all residents have timely and relevant access to services, resources, support, and opportunity, and that race, gender identity, sexual orientation, language, ethnicity, national origin, disability status, age, or zip code should neither determine nor deny or limit any person the opportunity to achieve their full potential.**

Physical access for people of limited mobility is one of the greatest difficulties faced by the Center's

audience. The improvements described in this application will enable the Center to serve people with limited mobility equitably. Further, current (and future interested) tenants serve youth and adults of limited financial capacity. The expanded facilities, offered for rent at low nonprofit rates, enable the Center's tenants to serve their audiences in sustainable ways.

## Community Need

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### **14. Describe how your project fills a need in the neighborhood or addresses a neighborhood goal (i.e., how does your project fit into the Small Area Plan for your neighborhood?).**

Our work supports several elements of the Hamline Midway Community Plan, including Land Use 2.1 to promote active business store fronts with pedestrian-scale building facades, oriented toward public spaces and streets, including storefront transparency to provide safety and vitality. We will be developing hospitality services that abutt Prior Avenue, making it visible and easy for pedestrians to view and access the space. Land Use 6 to encourage shared parking arrangements for commercial properties and neighborhood-wide parking solutions. We will be continuing to share parking with Blackstack Brewing, a partnership that has benefited both businesses. Land Use 7.2 to incorporate storm-water runoff reduction techniques in new or re-developments and Environment 1 to encourage best practices in stormwater management, especially for public facilities, and promote stormwater education. We are working with Capitol Region Watershed District on storm-water runoff reductions for our expansion. Transportation 4 to support pedestrian- and transit-friendly public realm improvements such as wayfinding, public art, placemaking, facade improvements, gardens, and systems for snow removal. We will expand and enhance our facade with the addition of new space that will reference our work in Irish cultural and arts programs, creating a pleasant path for visitors.

### **15. Describe how your proposal includes community input in its development (i.e., collaboration or support from your district council or neighborhood group).**

CJAC was founded by a collective effort of grassroots work, is supported by community donations and is driven by a strong volunteer base which has a direct engagement with the board and staff and informs CJAC's direction and efforts. CJAC is also home to other small, cultural non-profit organizations that use the facility and whose audiences benefit from many shared resources. The project would enable their organizations additional access for differently abled patrons, greater community gathering and performance area, and hospitality access for events and fundraisers. The project benefits all entities. Letters of support from these entities as well as from our Ward 4 Council member, Mitra Jalali are included.

## Capacity

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### **16. Please describe your organization and the capacity for your organization to carry out the project proposed in your application.**

The Center has completed three additions/renovations to the building with the creation of a rehearsal and performance space in 2009 the expansion of the Eoin McKiernan Library in 2016, CJAC's Education Classroom in 2020, and an outdoor stage (funded in part by the STAR program) in 2021. These improvements were funded through operating income, donor contributions, and in-kind support from the Center's tenants and program participants. The \$2.5 million building improvement plan has been developed with advice from Shelter Architecture, with bids from three contractors, and with review and comments by the Center's board of directors. CJAC will fund this work through a capital campaign conducted in January 2024 - December 2025. CJAC has retained Corvus North as fundraising counsel and begun meeting with individual and institutional donors about the work.

Celtic Junction Arts Center has a successful fundraising track record with gifts from individuals, institutional, and government donors. It has secured multiple six-figure gifts from individuals and has more than a decade of funding from leading foundations including the O'Shaughnessy Foundation and three individual donors who have contributed \$270,000 toward leasehold improvements protected through a

lease agreement with the LLC. The Center is recognized internationally for its quality programs and receives annual financial support from Ireland's Department of Foreign Affairs.

**17. Who will be the designated project manager? Please describe their background, skills, and experience in managing similar projects.**

Natalie O'Shea, founder and executive director of the Center, will serve as project manager with support from the Center's board of directors, led by Cormac Ó Sé.

O'Shea developed the Center's programs including the Eoin McKiernan Library, the Irish College of Minnesota, the Celtic Junction Concert Series, and the Irish Outreach Coalition. She is the founding Vice President of Theater M, New York (NY), and the Center for Irish Music, St. Paul (MN).

O'Shea is a dance and musical theater artist working locally, nationally, and internationally. She is the writer and director of three annual stage productions presented locally at The Center, Steppingstone Theater, Chanhassen Dinner Theaters, the Fitzgerald Theater, and for many corporate shows and events. In 2005, she founded O'Shea Irish Dance, which she continues to direct and which serves 150 students weekly under the age of 18. O'Shea studied stepdance in Ireland with Áine Uí Shé and the renowned Scoil Rince Uí Shé.

O'Shea began her career in theater as a lighting designer for the Theater Exchange, Minnesota Opera, and the Guthrie Theater. She designed and produced off-Broadway shows for Theater M (New York) and Triple C Theater (London). She toured for three and half years in Riverdance, the Show, where she met her Dubliner husband, Cormac Ó Sé, before moving to Ireland. The family returned to Minnesota in 2005, where they reside today.

O'Shea is an active member of Irish Network of Chicago (INC), the Midwest Irish Cultural Centers (MICC) association, Network of Irish Cultural Centres of North America (NICCoNA), and the Association for Irish and Celtic Festivals (ACIF), representing Minnesota nationally and internationally at these annual events. Under her leadership, Celtic Junction Arts Center won the award for Best Irish Cultural Center with Irish Central in 2018. Natalie was honored as one of Irish Echo's "Arts & Culture Heroes in 2020, as a "Rebuilder of Irish America in 2021 and 2022, and and was featured in their International Women's Day salute in 2023.

Cormac Ó Sé is a construction designer and engineer, having completed a wide range of construction, plumbing, electrical and code/permitting projects with Flair Fountains/Flair Construction (2001-2009). directed the 2009 and 2016 capital development projects at 836 Prior Avenue, St. Paul, as well as regular maintenance of the facility. He has overseen the leasehold agreements between the LLC and the Center and the Center's tenants, securing professional legal counsel to ensure protections for the LLC and its tenants.

In addition to his business leadership, Ó Sé is an international touring performer in traditional Irish music and dance and a cast member in the original production of Riverdance, The Show. He toured with the production internationally for six years, giving more than 2,000 performances across four continents to audiences exceeding two million people. He is a T.C.R.G. certified instructor with An Coimisiun Le Rinci Gaelacha, Dublin. A native of Ireland, Ó Sé now lives in St. Paul, MN, where he is Director and Co-Founder of O'Shea Irish Dance (established 2005) and choreographer of Get Up Your Irish, Kickin' It Irish, and the Celtic Holiday Hooley. Ó Sé was recently celebrated as Irish Dance Magazine's Teacher of the Year, 2023.

A master accordionist with a specialty in Irish dance, Ó Sé is in demand internationally for major dance competitions and regional feiseanna. He has recorded three albums of his own original Irish dance music under the title "FeisTunes." A producer of 50-60 local St. Paul-Minneapolis events, Ó Sé is involved in multiple recording and engineering projects. He produces year-round, ongoing live sound, and live-streamed dance competitions internationally.

As a nonprofit leader, Ó Sé has been a member of An Coimisiun Le Rinci Gaelacha, Dublin, since 2006, and has served the board since 2012 in various roles as Regional Representative, and as a member of

the Oireachtas Committee and Ethics Committees. Ó Sé has served as the Celtic Junction Art Center's board chair for three terms.

## Budget

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**18. The Neighborhood STAR program is designed to provide funding for worthwhile but underfunded capital projects that could not be accomplished but for these additional funds.**

**Please describe your need for STAR funds.**

This project is an important part of the work of CJAC and exceeds current funds available. Neighborhood STAR funds will attract new matching funds, as has been the experience with CJAC and past Neighborhood STAR projects.

**19. What is the total cost of your project? If the total cost of your project is greater than your STAR grant request, please list additional sources of funding you will use to accomplish your project.**

\$2,571,500

**20. Please list any City or HRA funds you have received in the last five years (including STAR), or that you are currently seeking for this project.**

CJAC received one grant of \$10,000 in funding from the Neighborhood STAR program to build the outdoor stage project in 2021, which was for a \$31,500 project overall.

**VI. Voluntary Applicant Questions. This information will be used for reporting purposes only and will not be used to make funding decisions. It helps the City know we are reaching all populations. If you prefer not to respond to these questions, please type N/A in the response section.**

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**21. Does the person who owns, controls, or leads at least 51% of the business or organization identify themselves as a member of any of the following groups? Select all that apply.**

- Racial or ethnic minority
- Military veteran
- Person with one or more disabilities
- Person living in poverty or experiencing low-income
- Person experiencing homelessness
- Woman
- Man
- Transgender
- Non-binary
- Some other gender
- LGBTQ+
- Other (please identify)

**22. If you selected "Other" for question 21, please specify. If not applicable or you prefer not to disclose, please type N/A in the response.**

N/A

**23. How does the same primary owner or operations manager identify racially or ethnically? Select all that apply.**

- American Indian or Alaska Native

- Asian
- Black or African American
- Hispanic or Latino Origin
- Native Hawaiian or Pacific Islander
- White
- Prefer not to answer
- Other (please describe)

**24. If you selected "Other" for question 23, please specify. If not applicable or you prefer not to disclose, please type N/A in the response.**

N/A

**25. Is your business or organization at least 51% owned by one or more women (or in the case of a publicly owned business, at least 51% of the stock is owned by one or more women) and is the management and daily business/organization operations controlled by one or more women who own it?**

- Yes
- No
- Prefer not to answer

**26. Is your business or organization at least 51% owned by one or more BIPOC (Black, Indigenous, and Persons of Color) persons (or in the case of a publicly owned business, at least 51% of the stock is owned by one or more BIPOC persons) and is the management and daily business/organization operations controlled by one or more BIPOC persons who own it?**

- Yes
- No
- Prefer not to answer

**27. Is your business CERT certified?**

- Yes
- No
- Prefer not to answer

**28. How long have you owned/operated this business?**

15 years

**29. Is your business or organization a small business or organization as defined as businesses or organizations with under \$1 million in gross sales/generated revenue or fewer than 20 full time employees (MN Statute 645.445). 9a. If yes, how many full-time equivalent (FTE) employees do you have? (An FTE is an employee that works at least 32 hours per week. Please do not include contractors or volunteers).**

Yes, 2 FTEs

**30. What type of business or organization do you have?**

- Restaurant/Fast Food
- Food/Grocery
- Retail/Clothing/Gifts
- Personal services/Barber/Salon
- Entertainment
- Professional services
- Industrial/Manufacturing
- Technology

Health care

Other

**31. If you answered "Other" for question 30, please specify or type in N/A if you prefer not to disclose this information.**

Educational Arts Organization

**32. How did you hear about the opportunity to apply for STAR Funds?**

Council Member

District Council

City Staff

City Email

Social Media

Chamber of Commerce

Friend or family member

Other

**33. If you answered "Other" for question 32, please specify or type in N/A if you prefer not to disclose this information.**

N/A

**34. NAICS code. Type "N/A" if unknown.**

711310

**Budget** [top](#)

Sources	Amount Secured	Amount Pending	Total
Neighborhood STAR Requested Amount		USD\$ 75,000.00	USD\$ 75,000.00
Other City Funding		USD\$ 50,000.00	USD\$ 50,000.00
Other Government Funds		USD\$ 0.00	USD\$ 0.00
Private Funding	USD\$ 115,500.00	USD\$ 1,306,000.00	USD\$ 1,421,500.00
Sweat Equity and/or Volunteer Labor	USD\$ 0.00	USD\$ 25,000.00	USD\$ 25,000.00
Other (\$500K Cash provided by Celtic Junction LLC, \$500K grant from Irish Government)		USD\$ 1,000,000.00	USD\$ 1,000,000.00
Other (please describe)			
Other (please describe)			
<b>Total</b>	<b>USD\$ 115,500.00</b>	<b>USD\$ 2,456,000.00</b>	<b>USD\$ 2,571,500.00</b>

Uses	Amount of STAR Funds to be used	Amount of non-STAR funds to be used	Total
Acquisition	USD\$ 0.00	USD\$ 0.00	USD\$ 0.00
Renovation/Rehab - Commercial	USD\$ 0.00	USD\$ 305,500.00	USD\$ 305,500.00
Renovation/Rehab - Residential	USD\$ 0.00	USD\$ 0.00	USD\$ 0.00
New Construction - Commercial	USD\$ 75,000.00	USD\$ 1,581,000.00	USD\$ 1,656,000.00

New Construction - Residential	USD\$ 0.00	USD\$ 0.00	USD\$ 0.00
Public Improvements	USD\$ 0.00	USD\$ 0.00	USD\$ 0.00
Private Open Space Improvements	USD\$ 0.00	USD\$ 0.00	USD\$ 0.00
Direct Project Costs - please list in your budget narrative	USD\$ 0.00	USD\$ 610,000.00	USD\$ 610,000.00
	USD\$ 0.00	USD\$ 0.00	USD\$ 0.00
	USD\$ 0.00	USD\$ 0.00	USD\$ 0.00
<b>Total</b>	<b>USD\$ 75,000.00</b>	<b>USD\$ 2,496,500.00</b>	<b>USD\$ 2,571,500.00</b>

### Budget Narrative

#### Direct Project Costs:

SAC Charges Met Council \$20,000.00  
 Architects Fees \$125,000.00  
 Professional Fundraiser \$40,000.00  
 Project Management Staff Hire \$40,000.00  
 Tiered Seating System 200 seats approx \$50,000.00  
 LED Video Wall - 24' wide x 13' high \$40,000.00  
 Theatrical Lighting system with console \$65,000.00  
 Draping - Complete room drape system \$20,000.00  
 Sound - FOH Line Array system \$30,000.00  
 Furnishings for new spaces \$30,000.00  
 10% Contingency \$150,000.00  
 TOTAL OTHER EXPENSES: \$610,000.00

### Documents [top](#)

#### Documents Requested \*

#### Required? Attached Documents \*

Evidence of Site Control (Deeded Title, Purchase Agreement, Purchase Option, Existing Lease of 7+ years, Lease Agreement for 7+ years).	<input checked="" type="checkbox"/>	<a href="#">CJAC Lease/ Site Control</a>
Evidence that the business or organization is in good standing with the Minnesota Secretary of State	<input checked="" type="checkbox"/>	<a href="#">MN Secy of State Record</a>
Contractor's Estimates	<input checked="" type="checkbox"/>	<a href="#">CJAC Capital Plan Estimates</a>
Resumes of project manager and other key management	<input checked="" type="checkbox"/>	<a href="#">Project and Key Management Resumes</a>
Sub-Grant/Sub-Loan Program Guidelines (if applicable)		
Photos of your proposed project/service area. If sub-loan/sub-grant program, please provide a map of your proposed service area.	<input checked="" type="checkbox"/>	<a href="#">CJAC Capital Grant Maps and Drawings</a>
Letters of Recommendation or Support		<a href="#">CJAC Letters of Support</a>

\* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 473084







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City of Saint Paul

**2024 Neighborhood STAR**

Deadline: 5/15/2024

**Little Brazil MN L.L.C.**  
**Introducing Brazilian Culture to Saint Paul at Little Brazil MN**

Jump to: [Application Questions](#) [Budget](#) [Documents](#)

**USD\$ 40,000.00** Requested

Submitted: 5/15/2024 1:55:40 PM  
(Pacific)

**Project Contact**

Charles Spies  
[info@theMNBrazilianMarket.com](mailto:info@theMNBrazilianMarket.com)  
Tel: 6122746504

**Additional Contacts**

*none entered*

**Little Brazil MN L.L.C.**

230 Spring St  
Saint Paul, MN 55102  
United States

Telephone 6127099190

Fax

Web [www.littlebrazilMN.com](http://www.littlebrazilMN.com)

EIN 92-1612703

**Owner**

Charles Spies  
[charlesspies1@gmail.com](mailto:charlesspies1@gmail.com)

**Application Questions** [top](#)

**Request Information**

**1. STAR Grant Request Amount**

*Please enter a dollar amount only.*

40000

**2. What ward and district is your project located in?**

*Please refer to the City's ward and district look up map: <https://direc.to/iHXm>*

Ward

District

**TOTAL**

**3. Address/location of site for which you are requesting funds:**

230 SPRING ST, SAINT PAUL MN 55102

**4. Provide a description of the project for which you are seeking funds. Please be specific (i.e., update building facade with 3 new windows and new doors; install a new walkway and signage on the front of the building).**

The project is to create more awareness of our business that brings a new culture to Saint Paul. We will

do that installing new building signage that will make easier for drivers/commuters on Sheppard to see it. We couldn't afford to do these signs ourselves, we have a 7'x5' sign currently, and will be installing a new 15'x7' Cabinet sign on the front facade of the building and also a 46" round corner sign so we can be visible from everywhere in the Sheppard Road and Eagle Parkway. There is too many things obstructing the view to our store from the railroad so we need bigger signs. That part of the project will cost between \$16,000-\$18,000

The second and most important part of the project is a new Counter to receive our customers properly that matches all PCR codes and offers a more comfortable experience to Saint Paul customers. It also will increase the area for exposing products and therefore will increase sales which will generate more jobs. The new counter will occupy the same space where the old counter from Caribou Coffee was. Summary: Demo existing 6' counter, build new 6' Counter adding a 2' corner that will be now 32" high. Add new Glass sneeze guards with shelves, add new bakery refrigerated counter (fixed on the floor), re-wire electrical installation in the counters, paint existing portions of the counter that will stay, install new fixed shelves in the back wall to expose products to customers. This part of the project will cost between \$16,000-\$20,500 to be completed and will be a permanent fixture in the room since It is fixed on the floor and is fully connected to electrical panels.

Third part of the project is to install 2 bike racks on the exterior of the building to allow bike riders to visit the shop safely while enjoying Saint Paul parks and trails. Materials will cost between \$650-\$1,000 and installation another \$250.

Fourth Part of the Project is to install a new fixed trash/recycling can on the front entrance of the building to increase awareness about recycling and make it easier to separate the waste from recycling. That will cost around \$900.

**5. Please provide an estimated timeline and associated activities for your project. Please note that STAR funds may be used only after approval of funding by the Mayor and City Council.**

*For example: July-August: Parking lot demolition September-October: New asphalt and parking lot striping October-November: New signage installed*

The Building Signage will need 3 weeks for completion once grant is approved and will be executed as soon as possible after approval. So most likely between August/September 2024.

The new counters/cabinets will need 4 weeks for completion and will start 2 weeks after grant is approved, timeline being August for Demolition, September for Install of new counters.

Bike Racks will be installed within a week after ordering, so most likely August 2024.

Recycling bins have the same timeline as bike racks.

**6. For public or private open-space improvement projects, please describe the approximate location(s) of the improvements and how those improvements will be maintained for 7+ years. If assessments to business or homeowner property will be required for this improvement, please describe your approach to those property-owners. If your proposal is not an open-space improvement project, please type "N/A".**

The bike racks and recycling will be installing on the front of the building which is accessible from the street/sidewalk at all times and won't need authorization for access. I have a lease agreement for the next 5 years with renewals guaranteed for another 10 years after that. The building also has an association committee that agreed with both projects and is committed to maintain such improvements in good shape.

**7. For sub-loan/sub-grant programs, please attach program guidelines at the end of this application. Guidelines must include: the number of homes, businesses, or organizations to be assisted; how program participants will be selected; if the program will be coordinated with other city programs; terms or conditions required of borrowers/grantees; loan underwriting criteria (if applicable), and current balances, if any, of previous STAR funds awarded. Please provide any additional relevant information about your program here. If your proposal is not a sub-loan/sub-grant program, please type "N/A".**

N/A

## Public Purpose

### 8. Please explain how your proposal will maintain or increase Saint Paul's tax base (i.e. property taxes and/or sales taxes).

The project is meant to increase awareness of my business and to improve the customers experience. Most of my customers live in the areas nearby my business which is located inside a beautiful Saint Paul neighborhood. Therefore, it will generate more sales taxes for the city/county as we increase sales. It will also increase the number or hires/employees in my team and that will also generate more taxes for the city/state/county. We plan on expanding our business inside Saint Paul in the future and having those projects granted will allow my business to progress, increase revenue and grow in the city. Saint Paul has a considerable Brazilian community and also has many residents who had some sort of connection to Brazil that would love to know about our shop but and this project can help bring them closer to us.

### 9. Please provide the number of and salary of new permanent full-time and part-time jobs that will be created and retained over the next five years as a result of this project. Retained jobs are only those jobs that would be lost without STAR funding:

<input type="text" value="2"/>	New permanent, full-time jobs
<input type="text" value="\$17"/>	Average salary
<input type="text" value="4"/>	Retained permanent, full-time jobs
<input type="text" value="\$18"/>	Average salary
<input type="text" value="2"/>	New permanent, part-time jobs
<input type="text" value="\$16"/>	Average salary
<input type="text" value="1"/>	Retained permanent, part-time jobs
<input type="text" value="\$16"/>	Average salary
<input type="text" value="76.00"/>	<b>TOTAL</b>

### 10. Will your proposal revitalize a currently vacant storefront? If yes, please include any relevant details about the space you will be revitalizing.

Yes it will. I will be installing new building signage on the front end of the store facing Sheppard Road and a Corner sign that faces Spring Street. It will be a 15'x7' Cabinet sign and a 46" round corner sign. This part of the project will require about \$

At my own expensel'm also installing new window decals, painting window frames and making other small improvements.

### 11. Please describe how your project advances climate action, sustainability, and/or resilience as set forth in the Saint Paul Climate Action and Resilience Plan.

I'm installing new recycling bins on the store front in our patio that is accessible for anyone from the sidewalks and that will be available 24/7 for whoever wants to recycle or dispose their waste and will be admin by our staff and building association. We are also installing the bike racks that will allow bike riders to come visit us and that will incentive more people to use their bikes for local commutes instead of their cars, reducing carbon monoxide emissions.

### 12. Please describe how your project contributes to, celebrates, or strengthens cultural diversity in St. Paul

We are a brazilian market and bakery that brings brazilian street foods, and bakery foods at affordable prices for the local community. We are introducing a whole new concept that hasn't been done before in MN, not only in Saint Paul. And we are a minority owned company. We also have a small little library with brazilian books inside our store with stories that introduce brazilian culture to all the kids and parents. Having this project granted will allow us to continue and expand awareness of our shop and increase the diversity in Saint Paul.

**13. Please describe how your project contributes to equity, defined as ensuring that opportunities in education, employment, housing, health, and safety are equitably distributed; that all residents have timely and relevant access to services, resources, support, and opportunity, and that race, gender identity, sexual orientation, language, ethnicity, national origin, disability status, age, or zip code should neither determine nor deny or limit any person the opportunity to achieve their full potential.**

We are a minority owned company, I'm Brazilian and half of my employees are Brazilians as well. But we offer opportunities to anyone willing to learn and work hard with us. Our shop is PCD compliant and accessible to anyone, inside and in our patio as well. All our restrooms are adapted so anyone can come enjoy a good meal with us and take care of their personal hygiene needs in a respectful way. And at our store anyone that comes in is a welcome customer/neighbor that will be happily welcomed. We are a diverse company, culturally speaking. And will always support any customers that come in offering the best customer service possible and introducing the Brazilian food culture in a way that anyone can afford.

### **Community Need**

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**14. Describe how your project fills a need in the neighborhood or addresses a neighborhood goal (i.e., how does your project fit into the Small Area Plan for your neighborhood?).**

There is none other Brazilian restaurants in town besides Brazilian Churrasco places that are super expensive and not accessible to everyone. Our shop has a goal to introduce brazilian food to all people in a way that they can afford it daily, not just in special occasions. Also, in the location were are at, there is no other restaurant, coffee shop, bakery or market within a mile or 2 and there are so many residents that would like to eat without needing to get in a car. At the same time, the Saint Paul residents practicing sports, walking or bike riding nearby highland park and upper landings park need options to eat breakfast, lunch or dinner, or even to simply use a restroom. And we offer all of that.

**15. Describe how your proposal includes community input in its development (i.e., collaboration or support from your district council or neighborhood group).**

From the beginning of my business I have been receiving feedback from neighbors, customers and other locals that we need to revitalize our space and increase awareness of our store. The need for this project is not just our idea, it is the need pointed from all the neighbors that come to dine with us.

### **Capacity**

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**16. Please describe your organization and the capacity for your organization to carry out the project proposed in your application.**

We are a brazilian market and bakery that offers more than 300 products imported from Brazil and more than 30 different dishes made in our shop daily. I'm also a civil engineer that worked construction in Minnesota for almost six years and managed numerous projects. But we are also hiring local companies that will be providing management of their parts of the project.

**17. Who will be the designated project manager? Please describe their background, skills, and experience in managing similar projects.**

The business owner Charles Spies. I'm a civil engineer with more than 20 years of experience in construction and project management. I have done renovation projects for more than 500 homeowners in Minnesota while working for Amana Construction for about 5 years and half.

### **Budget**

---

**18. The Neighborhood STAR program is designed to provide funding for worthwhile but underfunded capital projects that could not be accomplished but for these additional funds. Please describe your need for STAR funds.**

From the start of our business I wanted to have better/bigger building signs and a whole custom made counter/cabinetry to receive our customers but didn't have enough funds for it. It is very expensive to install

a new bakery shop and comply with all codes regulations and we had a few surprises in the process that costed thousands of dollars that I wasn't expected. In the last 4 months we have been having negative cashflow with the winter time and reduction of new customers and can't afford to spend money on improvements myself at the moment. This project will allow me to increase my customer base, improve their experience and retain customers that didn't want to come back because of long lines due to only having room for 1 cashier in our current counter/cabinetry. We absolutely need this in order to increase our business and generate more jobs.

**19. What is the total cost of your project? If the total cost of your project is greater than your STAR grant request, please list additional sources of funding you will use to accomplish your project.**

The total cost will be around \$32,000.

**20. Please list any City or HRA funds you have received in the last five years (including STAR), or that you are currently seeking for this project.**

I have never received any city or HRA funds before.

**VI. Voluntary Applicant Questions. This information will be used for reporting purposes only and will not be used to make funding decisions. It helps the City know we are reaching all populations. If you prefer not to respond to these questions, please type N/A in the response section.**

**21. Does the person who owns, controls, or leads at least 51% of the business or organization identify themselves as a member of any of the following groups? Select all that apply.**

- Racial or ethnic minority
- Military veteran
- Person with one or more disabilities
- Person living in poverty or experiencing low-income
- Person experiencing homelessness
- Woman
- Man
- Transgender
- Non-binary
- Some other gender
- LGBTQ+
- Other (please identify)

**22. If you selected "Other" for question 21, please specify. If not applicable or you prefer not to disclose, please type N/A in the response.**

N/A

**23. How does the same primary owner or operations manager identify racially or ethnically? Select all that apply.**

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino Origin
- Native Hawaiian or Pacific Islander
- White
- Prefer not to answer
- Other (please describe)

**24. If you selected "Other" for question 23, please specify. If not applicable or you prefer not to disclose, please type N/A in the response.**

Brazilian, I was born in Brazil.

**25. Is your business or organization at least 51% owned by one or more women (or in the case of a publicly owned business, at least 51% of the stock is owned by one or more women) and is the management and daily business/organization operations controlled by one or more women who own it?**

- Yes
- No
- Prefer not to answer

**26. Is your business or organization at least 51% owned by one or more BIPOC (Black, Indigenous, and Persons of Color) persons (or in the case of a publicly owned business, at least 51% of the stock is owned by one or more BIPOC persons) and is the management and daily business/organization operations controlled by one or more BIPOC persons who own it?**

- Yes
- No
- Prefer not to answer

**27. Is your business CERT certified?**

- Yes
- No
- Prefer not to answer

**28. How long have you owned/operated this business?**

The LLC was created in January 2023 but my business opened in October 13th/2023. I always owned it.

**29. Is your business or organization a small business or organization as defined as businesses or organizations with under \$1 million in gross sales/generated revenue or fewer than 20 full time employees (MN Statute 645.445). 9a. If yes, how many full-time equivalent (FTE) employees do you have? (An FTE is an employee that works at least 32 hours per week. Please do not include contractors or volunteers).**

Yes we are a small business, 4 full time employees.

**30. What type of business or organization do you have?**

- Restaurant/Fast Food
- Food/Grocery
- Retail/Clothing/Gifts
- Personal services/Barber/Salon
- Entertainment
- Professional services
- Industrial/Manufacturing
- Technology
- Health care
- Other

**31. If you answered "Other" for question 30, please specify or type in N/A if you prefer not to disclose this information.**

N/A

**32. How did you hear about the opportunity to apply for STAR Funds?**

- Council Member

- District Council
- City Staff
- City Email
- Social Media
- Chamber of Commerce
- Friend or family member
- Other

**33. If you answered "Other" for question 32, please specify or type in N/A if you prefer not to disclose this information.**

N/A

**34. NAICS code. Type "N/A" if unknown.**

"N/A" I'm not sure, we are a market and bakery licensed with the MDA.

**Budget** [top](#)

Sources	Amount Secured	Amount Pending	Total
Neighborhood STAR Requested Amount		USD\$ 40,000.00	USD\$ 40,000.00
Other City Funding			
Other Government Funds			
Private Funding			
Sweat Equity and/or Volunteer Labor			
Other (please describe)			
Other (please describe)			
Other (please describe)			
<b>Total</b>	<b>USD\$ 0.00</b>	<b>USD\$ 40,000.00</b>	<b>USD\$ 40,000.00</b>

Uses	Amount of STAR Funds to be used	Amount of non-STAR funds to be used	Total
Acquisition	USD\$ 0.00		USD\$ 0.00
Renovation/Rehab - Commercial	USD\$ 32,000.00		USD\$ 32,000.00
Renovation/Rehab - Residential			
New Construction - Commercial			
New Construction - Residential			
Public Improvements			
Private Open Space Improvements	USD\$ 2,000.00		USD\$ 2,000.00
Direct Project Costs - please list in your budget narrative	USD\$ 6,000.00		USD\$ 6,000.00
<b>Total</b>	<b>USD\$ 40,000.00</b>	<b>USD\$ 0.00</b>	<b>USD\$ 40,000.00</b>

**Budget Narrative**

\$20,000 for the counter/cashier area, including electrical services, demolition, new construction and new lights as well.

\$18,000 for all exterior building signages.

\$2,000 for Recycling fixed bins and bike racks on the exterior of the building.



**Documents Requested \***

**Required? Attached Documents \***

Evidence of Site Control (Deeded Title, Purchase Agreement, Purchase Option, Existing Lease of 7+ years, Lease Agreement for 7+ years).



[Lease Agreement](#)

Evidence that the business or organization is in good standing with the Minnesota Secretary of State



[Certificate with Secretary of State](#)

Contractor's Estimates



[Store Counter/Cashier Estimate 1](#)

[Store Counter/Cashier Estimate 2](#)

[Building Signage Estimate](#)

Resumes of project manager and other key management



[Resume Submitted to SBA Loan Charles Spies](#)

Sub-Grant/Sub-Loan Program Guidelines (if applicable)

Photos of your proposed project/service area. If sub-loan/sub-grant program, please provide a map of your proposed service area.



[Counter/Cashier](#)

[Counter Cashier 2](#)

[Building Sign Photo](#)

[Building Sign Photo 2](#)

Letters of Recommendation or Support

*\* ZoomGrants™ is not responsible for the content of uploaded documents.*

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