



Request for Action

TO: Economic Development Authority
FROM: Deanna Kuennen, Com. and Economic Development Director
MEETING DATE: January 21, 20201
SUBJECT: Discuss Funding Requests for Chamber/Main Street Programs

DISCUSSION:

Over the last few years the EDA has included funding in the annual budget for “other programs” as proposed by outside agencies that further the economic development goals of the city and fit within the EDA’s work plan. The Faribault Area Chamber of Commerce has developed two proposals for the EDA’s consideration – for programs aimed at bringing additional people and investments into the downtown. These program fit within the EDA’s “gateway” focus – specifically “continue investments into the downtown – partnering with City/HRA/HPC/Others on downtown initiatives). A brief synopsis of the programs and funding requests are as follows:

1. **Upstairs Downtown Digital Experience**

This fall the Chamber/Main Street hosted their first Upstairs Downtown Tour – bringing interested parties into various upper floors in the downtown to showcase potential for reclaiming and reuse of these spaces. The event was a success and the proposal involves creating a digital version of the event that can be used to supplement the annual event and serve as a standalone resource to ultimately encourage investment in the downtown buildings.

Funding Request: \$5000

2. **Creative Placemaking**

Creative placemaking is a concept involving big and small ideas and initiatives intended to bring interest and vitality to an area. This winter the City of Faribault hosted an online event with the Musicant Consulting Group to explore placemaking in downtown during COVID and beyond. This proposal would involve implementing placemaking ideas proposed by local artists/businesses.

Funding Request: \$6900

Kelly Nygaard with the Faribault Area Chamber of Commerce will attend the EDA meeting to describe the proposals in more detail and be available to answer any questions that the EDA might have.

REQUESTED ACTION:

Consider funding for two new programs proposed by the Faribault Area Chamber of Commerce/Main Street – focused on bringing people and investments into downtown Faribault.

ATTACHMENT:

Proposal – Upstairs Downtown Digital Experience

Proposal – Creative Placemaking