



Legislation Text

File #: 19-0299, **Version:** 1

Resolution of the City Council of the City of Hampton, Virginia, Authorizing Participation in the Virginia Main Street Program by the Partnership for a New Phoebus as a Virginia Department of Housing and Community Development Commercial District Affiliate

PURPOSE/BACKGROUND:

The Virginia Main Street Program is a preservation-based economic and community development program that follows the Main Street Approach of the National Main Street Center. The Main Street Approach is centered around transformation strategies. A transformation strategy articulates a focused, deliberate path to revitalizing or strengthening a commercial district's economy. The transformation strategies are organized around Four Points: Economic Vitality, Design, Promotion, and Organization. Virginia Main Street is a Main Street America State Coordinating Program that offers a range of services and assistance to communities interested in revitalizing their historic commercial districts.

The goal for a Commercial District Affiliate (CDA) is to employ the Main Street Approach in the development of the organizational stability and public-private partnerships necessary for successful administration of a commercial revitalization program. Commercial District Affiliate core services include: access to training by state and national downtown development experts; organizational structure development assistance; and eligibility for Department of Housing and Community Development (DHCD) grants as available. Affiliates have the opportunity to learn about best practices in the field and to network with peers from around the state. Typically, DHCD Commercial District Affiliates are incorporated municipalities, counties, or urban neighborhood commercial districts located within the Commonwealth of Virginia who utilize the Main Street Approach for downtown revitalization, but may not be ready to support a Main Street program. Commercial District Affiliates should employ the Main Street Approach in their development of revitalization efforts for their downtown districts and will have access to state staff as time and resources allow.

Grants: Commercial District Affiliate Grants are available through the Virginia Main Street Grant Program. Grants of up to \$7,000 per Affiliate applicant are available for projects involving, for example, organizational development consulting services, entrepreneur support programs and services, facade programs and environmental design consulting services.

In order to complete its application to become a Commercial District Affiliate, the Partnership For a New Phoebus must obtain City Council approval. There is no financial cost to the City of Hampton.

Impact:

Encourage commercial development and economic growth in the Phoebus area of the City.

Recommendation:

Approve resolution

WHEREAS, the Virginia Main Street Program has been established in the Virginia Department of Housing and Community Development (DHCD) to assist localities in developing public/private efforts to revitalize their commercial areas;

WHEREAS, neighborhood commercial areas may elect to participate in the Program as a DHCD Commercial District Affiliate;

WHEREAS, the Partnership for a New Phoebus, Inc., a non-profit organization based in the City of Hampton, Virginia, desires to participate in the Program as a DHCD Commercial District Affiliate as part of its efforts to undertake neighborhood commercial revitalization projects through DHCD in Phoebus;

WHEREAS, as a Commercial District Affiliate, the Partnership for a New Phoebus would agree to undertake the following activities as required by the Program: (1) employ the Main Street Approach in its efforts to revitalize the neighborhood commercial area, (2) keep community contact information current with the Virginia Main Street Program, (3) attend at least one Virginia Main Street training per year, and (4) maintain affiliate membership of the National Main Street Center Network; and

WHEREAS, the Partnership for a New Phoebus has requested that the Hampton City Council support its application to become a Commercial District Affiliate and the City Council desires to do so as the Main Street Program is one of many economic and community development tools that could enhance the quality of life for Hampton residents.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Hampton, Virginia as follows:

1. That the City Council hereby supports an application to the Virginia Main Street Program for the Partnership for a New Phoebus, Inc. to become a DHCD Commercial District Affiliate.
2. That the City Manager, Mayor, and other City officials may execute, on behalf of the City, an application for the Partnership for a New Phoebus, Inc. to become a DHCD Commercial District Affiliate, to execute any other related documents, and to perform other such acts as may be necessary and appropriate in furtherance of this resolution, including those not specifically recited.