

# CDFA // BNY MELLON **DEVELOPMENT FINANCE WEBCAST SERIES**

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Driving Investment in Main Street Redevelopment





# Driving Investment in Main Street Redevelopment



# **Angela Blatt**

Director, Research & Technical Assistance Council of Development Finance Agencies Columbus, OH



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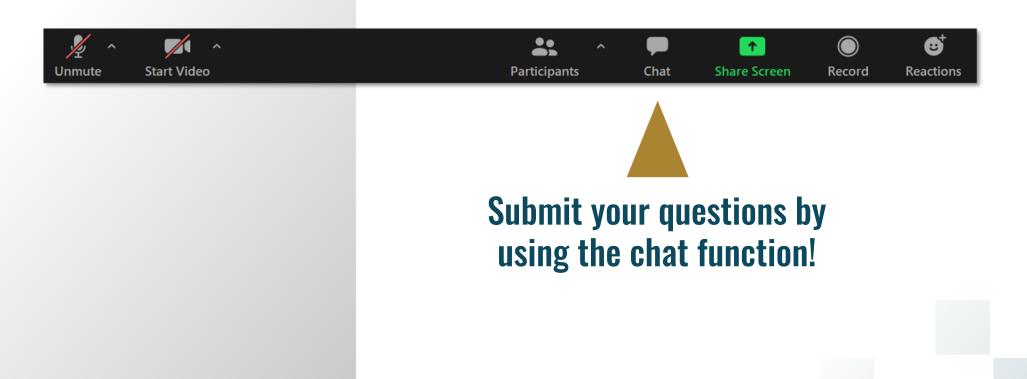
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# Driving Investment in Main Street Redevelopment



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## **Tammy Davis**

Senior Vice President BNY Mellon

## **Courtney Mailey**

Virginia Main Street Coordinator and Program Manager Virginia Department of Housing and Community Development

#### **Hannah Davis**

Development Manager City of Florence

## **Skye Morse**

Vice President & Principal M&S Development LLC





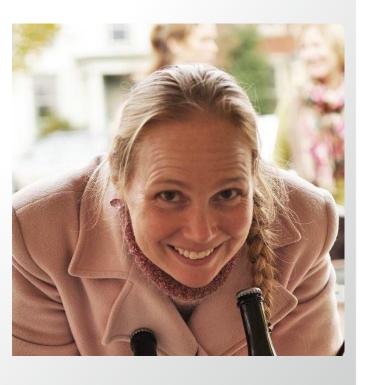
# Driving Investment in Main Street Redevelopment



# **Tammy Davis**

Senior Vice President BNY Mellon Detroit, MI





# Driving Investment in Main Street Redevelopment



# **Courtney Mailey**

Virginia Main Street Coordinator and Program Manager Virginia Department of Housing and Community Development Richmond, VA





# Driving Investment in Main Street Redevelopment CDFA

Tuesday, July 18, 2023 2:00 - 3:00 PM







600 East Main Street, Suite 300
Richmond, VA 23219
<a href="mailto:dhcd.virginia.gov">dhcd.virginia.gov</a> | <a href="mailto:virginiamainstreet.com">virginiamainstreet.com</a>
courtney.mailey@dhcd.virginia.gov













Courtney Mailey
Virginia Main Street State Coordinator
and Program Manager, DHCD



# What is Main Street?

- Network of over 2,000 commercial districts
- Grassroots revitalization framework that creates vibrant people-centered places
- Asset-based economic development
- Made up of passionate advocates, dedicated volunteers, influential stakeholders, and community organizers





# **Main Street Roles**







Nationally Accredited

National Main Street Center (NMSC)

State-Coordinated

Virginia Main Street (VMS)

Locally Driven

Your VMS Program

**Exploring Main Street** 

Mobilizing Main Street

**Advancing Main Street** 



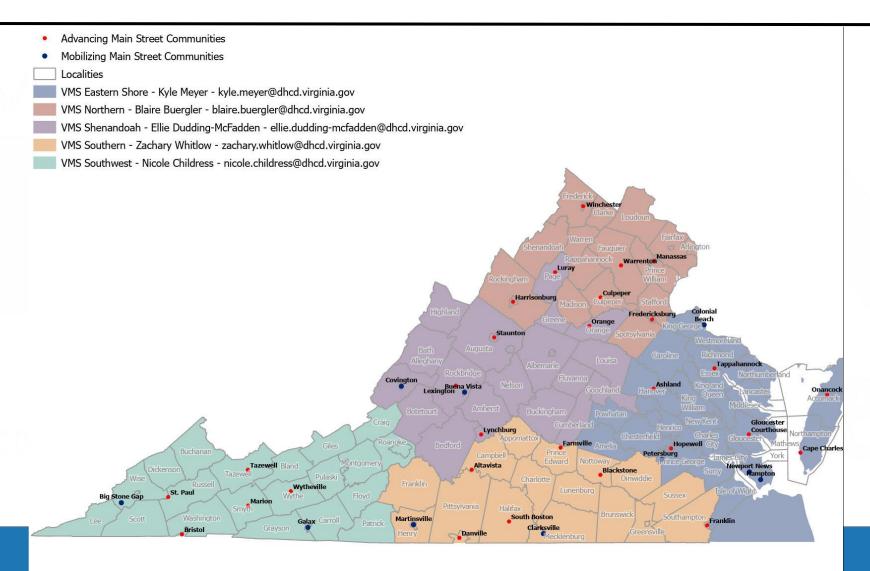


Virginia Main Street is a state Coordinating Program for the Main Street America network administered by the National Main Street Center. As a Main Street Coordinating Program, Virginia Main Street helps to lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



# **State-Coordinated Program**







# Why is downtown important?

"Downtowns are at the heart of 21st century economic development because they are a community's nerve center and key asset for regional prosperity."

~Ed McMahon

ULI Senior Resident Fellow, National Trust for Historic Preservation Advisor Emeritus, Trustee Orton Family Foundation

From Article: <u>Invest in a great place for prosperity: Why towns and small cities should consider the Main Street approach to</u> economic development



# Why is downtown important?

- Indispensable shopping and service center for locals and visitors, the center of community and commerce
- Historic core of your community and represents a vast amount of public and private investment
- Serves as as an incubator for new independent businesses - which keep profits in town
- Reflection of how a community sees itself a critical factor in business retention and recruitment efforts
- Often a significant portion of the community's tax
   base







# Outcomes of a Main Street Effort

- Utilizes historic assets
- Public-private collaboration
- Preserves and creates jobs
- Community pride
- Vibrancy
- Regional allure
- "Sense of Place"



# **Benefits to Local Stakeholders**

#### **Business Owners**

- Increased sales
- Educational opportunities
- District marketing strategies
- Have needs addressed

#### **Locals/Consumers**

- Enhanced marketplace
- Sense of hometown community
- Opportunity to participate
- Preservation of architecture and heritage

#### **Property Owners**

- Increased occupancy rates
- Increased property values
- Assistance with tax credits, grants, design, and loan programs
- New uses

#### **Local Government**

- Increased tax base
- Increased number of jobs
- Coordinated vision and goals
- Better relations between town and private sector



Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces

# The Main Street Approach

ECONOMIC VITALITY

**DESIGN** 

COMMUNITY TRANSFORMATION

ORGANIZATION PRO

**PROMOTION** 

Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience



# **Transformation Strategies**

are generated through meaningful community engagement and informed by an analysis of the district's market position. Ultimately, they help guide a revitalization program work. An effective strategy serves a particular customer segment, responds to an underserved market demand or creates a differentiated destination.





ORGANIZATION | Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Community anchors

Community engagement

Community engagement

Volunteer management

Listening campaign

Story gathering

Fund development

Communications

Strategic planning

Crowdfunding

Funding partners







funding streams is critical to long-term success and strengthens the organization as a whole. DLA executed two innovative fundraisers this year that involved the community in new ways and invited them to invest in Downtown Lynchburg. These programs promote and enhance public and private participation in the continued revitalization of our vibrant city center.

#### **BLUFFWALK BRICKS**

This program enhances the beauty of downtown while also allowing an opportunity for individuals and organizations to be permanently recognized as shareholders in one of our most celebrated public spaces. In collaboration with the City of Lynchburg, community members can purchase commemorative bricks, and the proceeds support DLA's projects.

BRICKS SOLD IN

FIRST SIX WEEKS

19k (\$) REVENUE

GENERATED



#### THE GREAT BIG GIFT CARD GIVEAWAY

In another program launched this year, community members were encouraged to enter an online raffle for a chance to win downtown prize packs including gift certificates and items, totaling a combined value of \$3,000. This effort promoted downtown businesses and local spending, while also raising money for DLA to reinvest in downtown.

SOLD

PARTICIPATING RUSINESSES

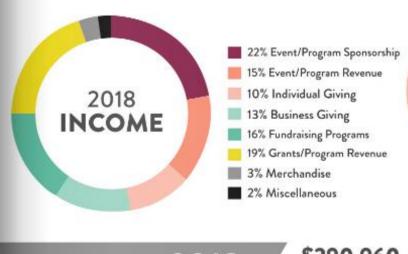
329 🖽 TICKETS

5k 🕦 REVENUE GENERATED

#### POSITION CREATED

In an effort to multiply the DLA's efforts Brown brings event management, marketing id relationship management skills plus years of

> PROGRAM DIRECTOR



2018

\$290,960 in Total Income



2018 Total Giving 120% increase

in tota

\$15,808

\$34,770

in busines:

giving

#### **OUR DONORS**

Thank you to the many individuals, companies, and organizations who support Downtown Lynchburg Association

#### 2018 CORPORATE PARTNERS

GIFTS OF \$1,000+

1200 Commerce Street Balzar and Associates Bank of the James **BWX** Technologies City of Lynchburg Double Tap Media Hello Studios

#### **2018 EVENT SPONSORS**

Appalachian Power Beacon Credit Union Blue Ridge Beverage Centra Health Craddock Terry Hotel & Conference Center Central Virginia Community College Central Virginia Federal Credit Union Essex Bank

## **Downtown Lynchburg Funding Strategy**

The Water Dog Restaurant Valtim Family Foundation YMCA of Central Virginia

Randolph College Rise Up Climbing Sweet Briar College University of Lynchburg **Design** Create an inviting, inclusive atmosphere Celebrate historic character | Foster accessible, people-centered public spaces





# **Design for People**

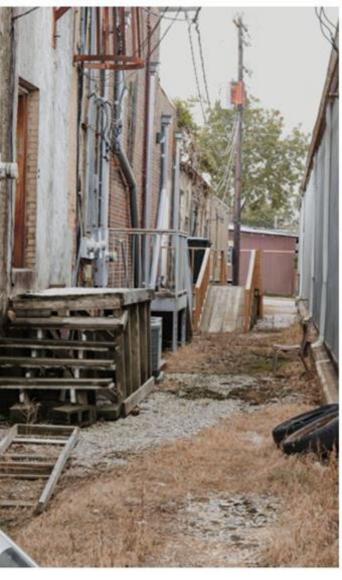
Gil Penalosa's innovative 8 80 concept

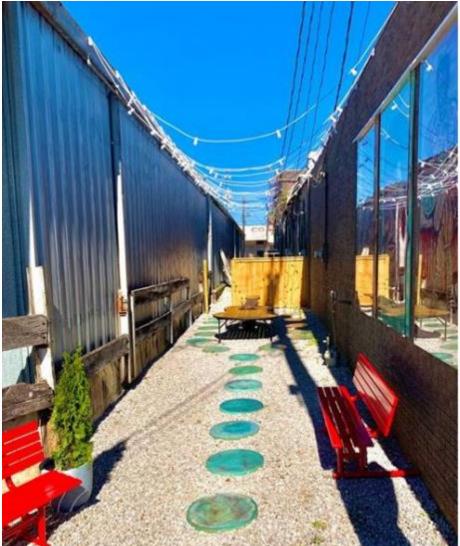
"If everything we do in public places is great for an 8 year old and an 80 year old, then it will be great for all people."

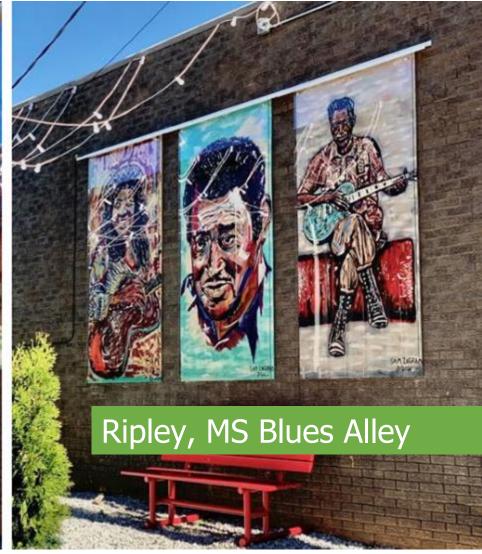
















PROMOTION Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience







**Extended Hour Campaign** 





sext purchase! Some

Follow us 1 1







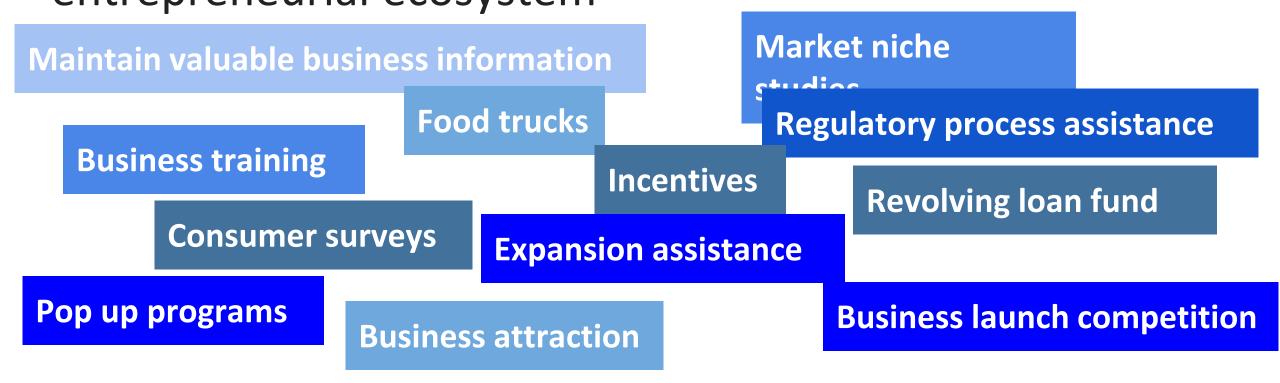




Fredericksburg's Business Promotion



**ECONOMIC VITALITY** Build a diverse economic base Catalyze smart new investment | Cultivate a strong entrepreneurial ecosystem







## SoBo Keep Entrepreneurs Program

4 Week Series







March 19, 2019 Presenter, Ilsa Loeser Marketing 101 for Your Small Business

March 26, 2019 Presenter, Marc Willson How To Do It All Year Long for Retail & Restaurants

April 4, 2019 Presenter, Sheri McGuire Understanding Small Business Financials

April 9, 2019 Presenter, Brandon Hennessey Connecting Concepts with Cash Flow & Understanding the Role of Credit in Business

All Class times are 5:30PM-7:30PM

Southern Virginia Higher Education Center Smith classroom 820 Bruce Street South Boston, VA 24592

Questions? Call 434 575-4209 or <a href="mailto:tvest@southboston.com">tvest@southboston.com</a> or text 434-579-0296 REGISTRATION IS REQUIRED TO ATTEND















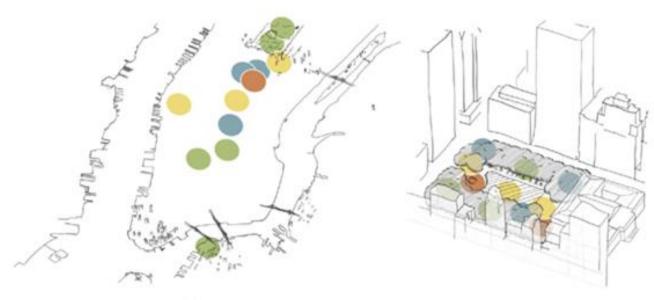


South Boston's Keep Entrepreneurs Program (KEP)

## POWER OF 10+

#### HOW CITIES TRANSFORM THROUGH PLACEMAKING



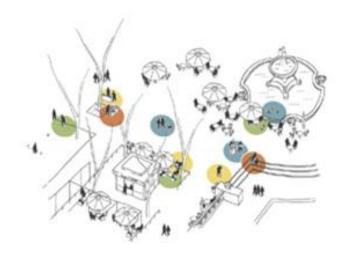


City/Region

10+ MAJOR DESTINATIONS

Destination

10+ PLACES IN EACH



Place 10+ THINGS TO DO, LAYERED TO CREATE SYNERGY



# **Tips for Getting Started**

- 1. **Put together a core committee of people.** Look at your downtown as if you are a first time visitor. What are its strengths? How do we build upon them for the best version?
- 2. Then broaden the reach, talk with fellow stakeholders about the idea of forming a downtown organization. Also, talk with the Town, Chamber, EDA, and other organizations. Gather input and support.

#### Then, if you decide to move ahead . . .

- 1. **Identify possible board members and supporters.** Create an interim board of directors (5-9 people). **Take them to other downtowns** to meet with peers, hear about what works.
- 2. The choose a name, determine service area, draft bylaws & articles of incorporation, establish 501c3, insurance, work and funding plan...







# Driving Investment in Main Street Redevelopment

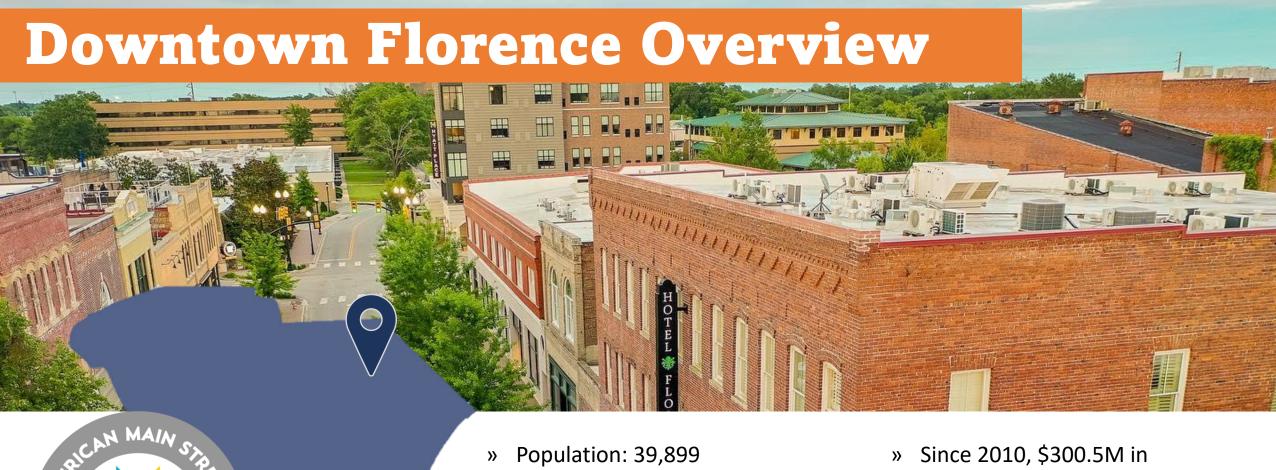


# **Hannah Davis**

Development Manager City of Florence Florence, SC







- » Program established in 2002
- » Hybrid/Quasi Public –Municipality and 501c3partnership

2023 Winner

- » \$831,000 including salaries
- » \$240,000 annually budgeted for incentives

- Since 2010, \$300.5M in redevelopment
- » \$7:\$1 public to private reinvestment ratio
- » 79 Buildings rehabbed
- 7 Tax credit projects
- > 1 LIHTC project



- » Local Florentines identified Downtown Revitalization as a priority in 2002 after losing a major industrial prospect due to existing downtown conditions
- » Successful local businesspeople made targeted and risky investments (at the time) downtown
- » Local institutions and foundations made a concerted effort to bring cultural and public amenities downtown, laying the groundwork for catalyst private development to occur.



- » Florence Downtown Development Corp. and volunteer committees laid additional foundations by establishing a National Register Historic District, creating a building inventory, creating engagement opportunities, promoting opportunities for investment, and encouraging public space enhancements
- » Over time as the program has evolved with professional staff, robust programs, services, and community events have been added to encourage critical mass needed to further redevelopment
- » The Downtown Florence Main Street Program offers robust small business technical assistance from idea to open, consults with developers, provides historic preservation education, and is the district's resource connector.



- » Another key to success has been direct local government intervention through establishment of the Main Street Program, targeted reimbursement grant funding, property acquisition, and establishment of a TIF district which funds public improvement projects within the downtown district (streetscapes, plaza spaces, parking enhancements).
- Many of the large projects completed to-date have had some element of public/private partnership leading to a safer bet for investors and higher confidence from lenders.

# **Loan Pool Programs**



#### » MELP (Micro-enterprise Loan Program)

- » Program started in 2002 with a sub-grant of CDBG funds from the City of Florence to establish a micro-loan pool for small businesses
- » All businesses within our Redevelopment District are eligible to apply
- » Wholly managed by Florence Downtown Development Corp. and its Loan Committee
- » Loans are designed to offer entrepreneurs a vehicle to borrow money at below market rates, but the program is <u>not</u> a high-risk loan fund
- » Loans are made by a local partnering bank and are guaranteed by FDDC through the purchase of a CD
- » Eligible fund uses include operating expenses, inventory, building rehab, and FF&E
- » Maximum MELP loan is \$25,000
- » Loan term is 5 years, and the loans are collateralized
- » 8 loans made

# **Loan Pool Programs**



#### » Low Interest Loan Pool

- » Fund originally created by USDA Rural Development Business Enterprise Grant in 2009
- » Program is a partnership between FDDC and local participating banks
- » Eligible uses include property acquisition and/or renovation/rehab of historic district property
- » Maximum loan amount is \$250,000
- » Loan term is 15 years
- » Up to 80% of a project's cost or appraised value will come from the loan pool; 40%, not exceeding \$100,000 comes from FDDC, 40% comes from a participating bank that provides loan funding at 1% under prime with a floor of 4%. The borrower puts 20% into the deal.
- » 6 loans made since 2009

# **Main Street Grant Programs**

**Redevelopment Grant Program** 

### Façade Grant

- » Established in 2013
- » Funded by Hospitality Tax
- » Maximum Award Amount is \$10,000 per historic building
- » Program requires at \$1:\$1 match
- » Since 2013, \$459,772 has been awarded, resulting in over \$1M of façade improvements

#### Historic Building Maintenance Grant

- » Established 2015
- » Funded by water/sewer utility revenue
- » Reimburses up to \$30,000 for roof replacement on contributing historic buildings

### **Tenant Up-fit Grant**

- » Established 2015
- » Funded by water/sewer utility revenue
- » Reimburses up to \$30,000 for qualifying permanent interior improvements/rehabs

#### **Rent Subsidy Grant**

- » Established in 2015
- » Funded by water/sewer utility revenue
- » Reimburses ½ rent payment up to \$30,000 over two years for qualifying tenants
- » Tenants must be graduates of downtown business incubator

To date, over \$5M in Redevelopment Grants have been awarded within our Main Street District, leading to over \$130M in historic building improvements district-wide.

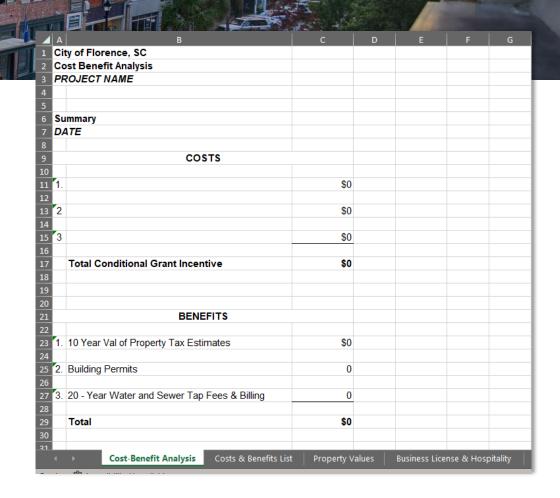
# **Main Street Grant Programs**

### **Utility Incentives**

- » Established in 2015
- » Funded by water/sewer utility revenue
- » Reimburses up to \$25,000 of water, sanity sewer, or storm sewer connection up to property (City side)
- » Incentive also offers a 50% reduction in initial water/sewer connection fees to historic building rehab projects in which the rehab is 30%+ of the value of the rehabbed building

### Conditional Grant Agreement

- » Established in 2011
- » Funded by water/sewer utility revenue
- » Project must be at least \$500K to trigger eligibility
- » Grant award is based on cost/benefit analysis for the City
- » Typically used for major mixed-use projects, housing, hotel, and Class A office



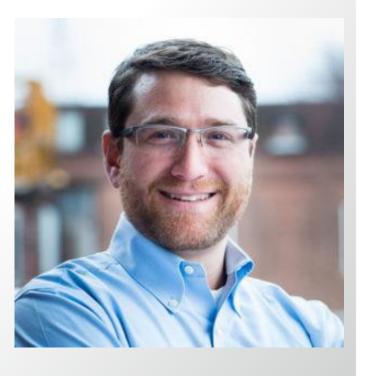
# **Entrepreneurial Ecosystems**



- National Main Street defines an entrepreneurial ecosystem as the strategic alignment of public and private efforts to provide necessary financial, social, and human capital to foster entrepreneurship in innovative and creative ways.
- » Robust support programs and partnerships
  - » Downtown Incubator run by local university
  - » Chamber of Commerce and SCORE
  - » Palmetto Propeller Legal Assistance Program
- » Streamlined local government processes
  - » Weekly development review meetings
  - » Consolidated business-friendly location
- » District-wide promotions
  - Annual shop local campaigns paid for by Main Street
     Program
  - » Special events and programs
- » Business License Credit
  - » \$300 credit for locating inside the Historic District
- » Sign and Design Grant Program
  - Reimburses \$500 of architectural fees and signage







# Driving Investment in Main Street Redevelopment



# **Skye Morse**

Vice President & Principal M&S Development LLC Brattleboro, VT

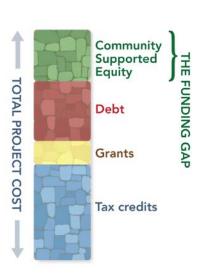






- A development model born out of fire

- Case study on a broken economy
- Our philosophy on real estate development
- Filling the gap A Replicable Model
- Put your money where your town is





### **Brooks House**

Brattleboro, VT

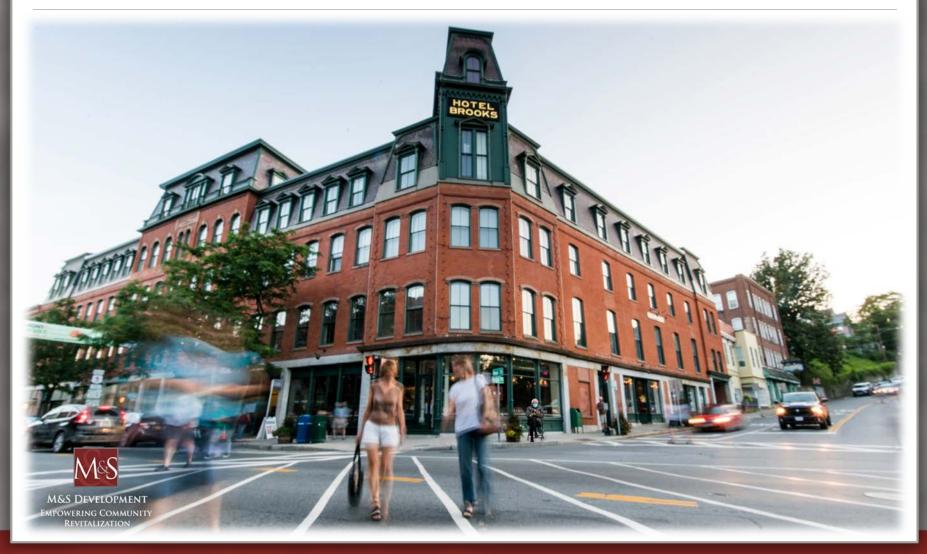




- ❖ Project Timeline
  - ❖ Ravaged by fire in 2011
  - Restored in 2014
  - NMTC unwind 2021
- ❖ \$23 M mixed-use project
- ❖ 23 mixed-income apartments
- ❖ 7 storefront retail/restaurant spaces
- Vermont Tech / Community College of Vermont
  - ❖ 350 students
  - ❖ 50 staff and faculty
- ❖ Bank valued at \$6M upon completion

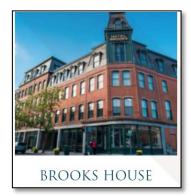


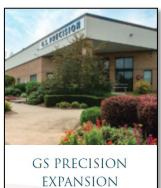


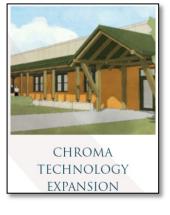


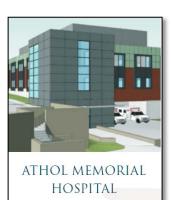


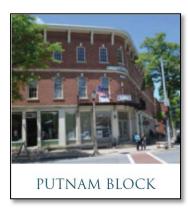
- Deep Understanding of Small Local Economies
- Passion for Adaptive Reuse of Historic Buildings in Rural Downtowns
- Committed to Empowering Community Revitalization
- Creating Livable Spaces













## Rural Development Basics

Straight Talk for Real Projects #1



## **An Underwater Economy**

- \* \$300 sf Cost / \$100/sf Value
- Same construction costs as big cities
- Rents are a function of incomes
- Loan to cost = 25%-30%
- Below market return on investment

# No New Construction



# Putnam Block Redevelopment Bennington, VT





## Putnam Block Redevelopment

### Bennington, VT

- 4.5-acre block in the heart of Bennington's historic downtown
- Decades of deep decline and vacancies in upper stories and on Main St.
- Local leaders turn a vision into action
- Over 20 local individual investors
- Workforce development program onsite
- Deep impact on the economic health of the community



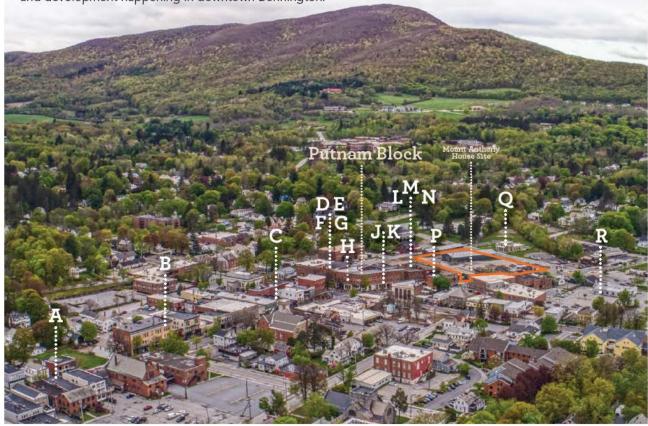






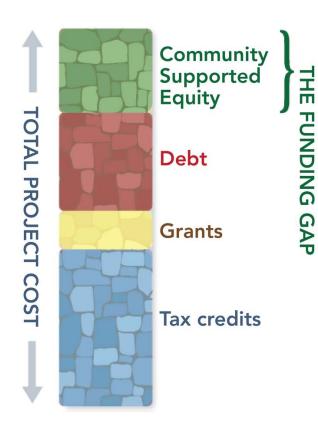
#### Why this project matters: building on momentum

The ripple effects of Putnam Block Revitalization Phase I are evident in the multiple new businesses and development happening in downtown Bennington.



- A. Nix Nax Variety 514 Main Street
- B. The Angry Egg 2 467 Main Street
- C. 421 Craft Bar & Kitchen 421 Main Street
- D. GlobalZ 109 South Street
- E. The Coffee Bar 109 South Street
- F. Bennington Books 109 South Street
- G. Applejack Drysdale 109 South Street
- H. Union Underground South 103-105 South Street
- J. Great Fields Downtown 357 Main Street
- K. Bespoke Salon Suite 355 Main Street
- L. Children's Integrated Services Early Intervention SWVHC 339 Main Street
- M. VNA & Hospice of the Southwest Region 335 Main Street
- N. Bennington College Downtown Offices South Street
- P. W. Collective 332 Main Street
- Q. Tri State Area Federal Credit Union 85 Washington Avenue
- R. Village Garage Distillery 107 Depot Street



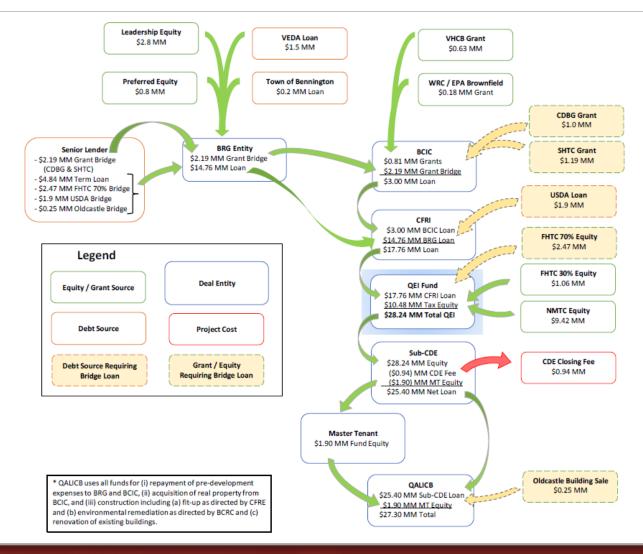


Putnam Block Redevelopment - Capital Stack				
Source	Contribution			
BRG Leadership Equity	\$2,311,191			
BRG Member Loan	\$660,000			
Preferred Equity	\$1,780,000			
Opportunity Zone Equity	\$3,750,000			
Community Development Block Grant	\$1,250,000			
VT Housing & Conservation Board Grant	\$935,000			
Energy Incentive Grants	\$100,000			
Federal Historic Tax Credits	\$3,441,189			
State Historic Tax Credits	\$1,186,000			
New Markets Tax Credits	\$8,141,250			
Senior Bank Loan	\$5,050,000			
Junior Debt	\$1,500,000			
Brownfield RLF	\$430,000			
Brownfield Program Grant	\$150,000			
Town of Bennington RLF	\$350,000			
TOTAL PROJECT FUNDING SOURCES	\$31,034,630			



## Putnam Block Deal Structure

Bennington, VT





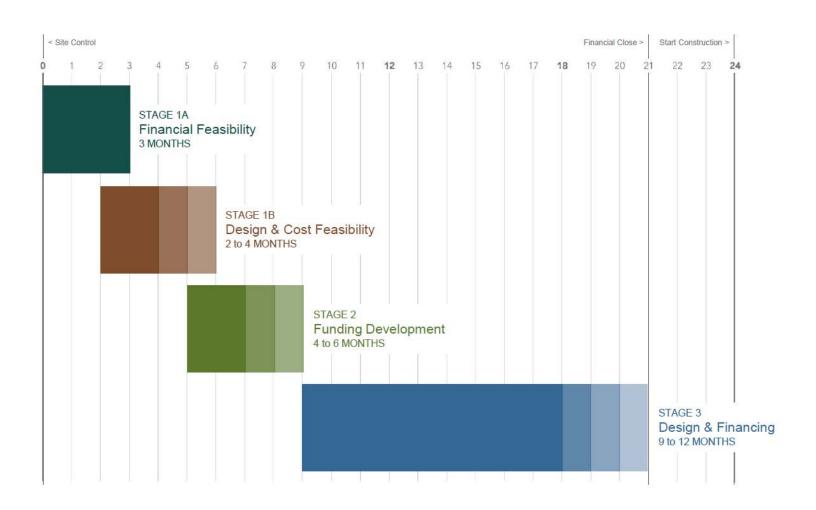
## Real Estate Development is Risky and Expensive

- ❖ 1% for Feasibility -> 10% in Development
- \* \$400 per sf to build -> \$7 per sf (per year) to operate (excluding debt)
- Site Control is everything
- Bankruptcy is always an option

\* If you are not a real estate developer, find someone who is \*



# Development Timeline Overview M&S' Staged Development Process





### Put Your Money Where Your Town Is

- Take tangible action
- Private capital leverages public dollars
- Community Benefit is an Investment Return









#### **Concept Strengths**

- Strong community and state support
- Established residential demand
- Sustainable infill development
- Structurally sound existing building

#### The Right Location

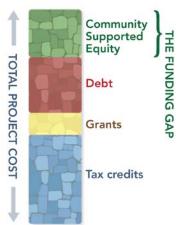
- Access to public transportation
- All amenities withing walking distance
- Revitalizing quite streets





DeWitt Block			
Funding Source Summary & Status			
Sources of Funds		Amount	Status
Low Income Housing Tax Credit Equity	\$	2,925,538	Confirmed
Senior Debt (VHFA)	\$	1,292,500	Confirmed
Federal Historic Tax Credit Equity	\$	1,307,613	Confirmed
VHCB ARPA Grant	\$	1,054,000	Confirmed
Private Community Loan	\$	475,000	Confirmed
VT Downtown Tax Credit Equity	\$	548,245	Confirmed
Federal Community Development Block Grant	\$	542,920	Confirmed
Federal Northern Border Regional Commission Grant	\$	350,000	Confirmed
VT Housing Investment Fund Debt	\$	350,000	Confirmed
Town of Brattleboro Revolving Loan Fund	\$	300,000	Confirmed
ACCD/EPA Brownfield Grant	\$	142,844	Confirmed
Deferred Developer Fee	\$	95,000	Confirmed
Seller Acquisition Financing	\$	50,000	Confirmed
Efficiency VT Rebates	\$	40,000	Confirmed
Green Mountain Power Rebates	\$	15,000	Confirmed
Total	\$	9,488,660	







### EXPERIENCED TEAM



BOB STEVENS, PE PRESIDENT PRINCIPAL

- \$120m Tax Credit Funded Deals in last few years
- Over \$1B in tax credit deals across the team
- 30+ Years in deal structuring, community development, & execution



SKYE MORSE VICE PRESIDENT PRINCIPAL



DAN RIDLEHOOVER SENIOR MANAGER OF PROJECT DEVELOPMENT



MARTHA RATCLIFFE SENIOR MANAGER OF PROJECT DEVELOPMENT



ANN DILLON
CHEIF FINANCIAL OFFICER



DEB MOSER COMPLIANCE LEAD



AL CLAUSSEN DIRECTOR OF ASSET MANAGMENT

### THANK YOU!



Skye Morse

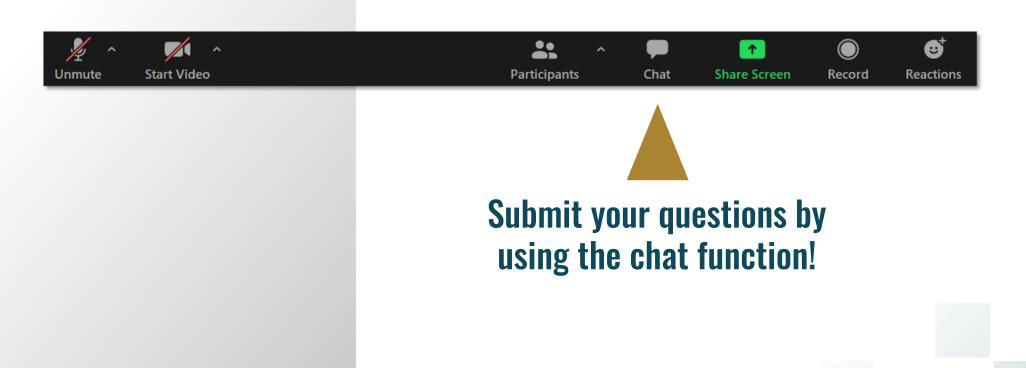
Vice President, Principal

smorse@msdevelopmentllc.com



# **Audience Questions**





# Upcoming Events at CDFA



#### **CDFA TRAINING INSTITUTE**

We offer 20+ courses in development finance designed for all skill levels.

Learn more and register today at www.cdfa.net

#### **CDFA Summer School (Virtual)**

August 7-15 // Daily: 12:00 – 5:00 PM Eastern

#### **Fundamentals of Economic Development Finance**

August 7-8 // Daily: 12:00 – 5:00 PM Eastern

#### **Intro Bond Finance OR Intro Infrastructure Finance**

August 9-10 // Daily: 12:00 – 5:00 PM Eastern

# Intro Seed & Venture Capital Finance OR Intro Public-Private Partnership (P3) Finance

August 14-15 // Daily: 12:00 – 5:00 PM Eastern



# Contact Us



### **Tammy Davis**

**BNY Mellon** 

Senior Vice President 313-967-4344 Tammy.Davis@bnymellon.com

#### **Angela Blatt**

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