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Neighborhood Activation Program

July 20, 2022



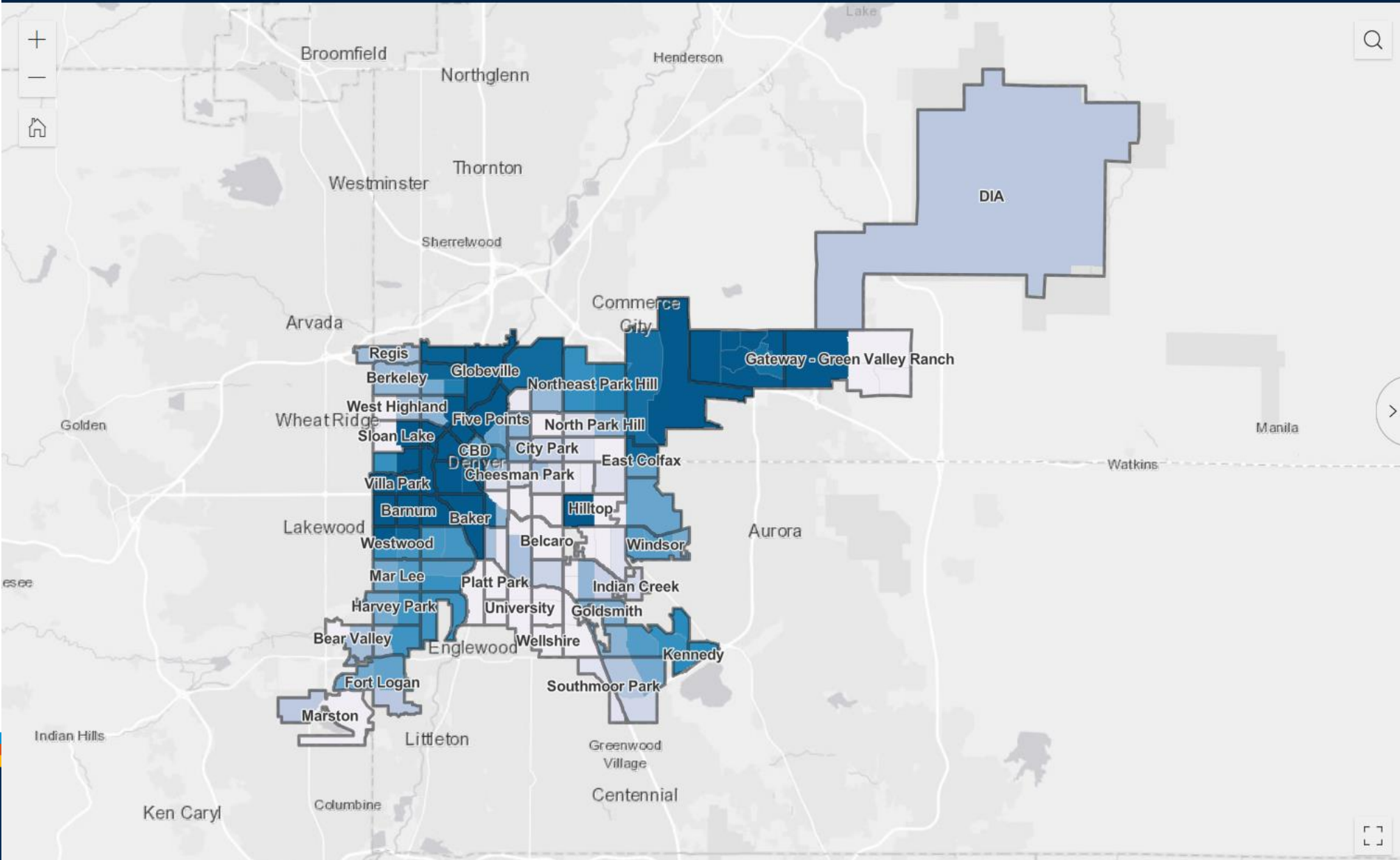
DENVER
ECONOMIC DEVELOPMENT
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AGENDA

- Neighborhood Activation Program – ARPA Contract
- Q & A

Neighborhood Activation Program – ARPA

- **Subaward Program Administrator:** NEWSED Community Development Corporation
- **Term:** 2022-2023
- **Amount:** \$2,150,000
- **Service:** Activation in NEST & Denver Recovery Index Map neighborhoods
 - Events and beautification projects
 - Drive commercial foot traffic
 - Foster community capacity building in collaboration
 - Connect the community within their geography
 - Encourage community members to eat/shop locally boosting small business revenue



- Neighborhood Labels
- ARPA Recovery Index 2022 - Full Index
- ARPA Recovery Index 2022 - Economic
- ARPA Recovery Index 2022 - Health
- ARPA Recovery Index 2022 - Education

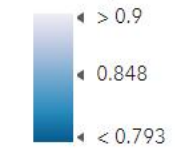
Neighborhood Labels



ARPA Recovery Index 2022 - Full Index



Recovery Index Full



Neighborhood Activation Program – ARPA

- Grants between \$20,000 - \$200,000
 - Events or Beautification projects that drive increased foot traffic and economic activity in business corridors
 - **Neighborhood Activation Events:** any events, workshops, performances, walking tours, festivals, community engagement activities, etc.
 - **Neighborhood Activation Beautification Projects:** any placemaking or physical improvements such as public art exhibitions, landscaping, business wayfinding, banners, decorations, accessibility improvements, etc.

Neighborhood Activation Program – ARPA

- **Eligibility**

- **Who can apply?**

- Community groups (with fiscal sponsors), nonprofit organizations, and businesses
 - Located in NEST neighborhoods and surrounding areas as defined by the Denver Neighborhood Recovery Index Map

- **How will proposed projects be prioritized?**

- Implemented in NEST neighborhoods and surrounding areas as defined by the Denver Neighborhood Recovery Index Map
 - Activation of business corridors is highly desired
 - Projects that center marginalized communities + equity considerations
 - Projects that benefit the corridor/area, as opposed to only benefitting a single entity

Action requested: Your support as we move Resolution 22-0835 through the City Council process. This investment on Denver's part will have a positive and compounding impact on our community.





Thank You

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