



Memorandum Martin Luther King Center

To: Todd Thompson, City Manager
Subject: West End Revitalization
Number: MLK23-2

From: Jerry Jones, Director MLK Center
Date: 02/03/2023

An adjustment is requested to the CY 2023 budget in the amount of \$100,000 by the Martin Luther King Center.

As part of the American Rescue Plan Act (ARPA) funding endorsed by the City Council, \$50,000 was designated to the work to the Wet End Initiative since renamed West End Revitalization (WER) and the additional \$50,000 is requested from the ARPA unrestricted funds.

As presented in September of 2022, WER envisions a West End that is a preferred place to live and thrive. This requires building the West End community's wealth, power, and livability. No single person, organization, or sector can do this on its own. We all must work together to achieve it. The King Center is bringing together the West End community and its supporters to make overdue, lasting, and positive change.

A steering committee has been comprised of seven members including Tee LeShoure, Linda Sargeant, Marisa Cantu, Venessa Taylor, Isaac Carr, Avery Pearl, and Rita Jett to provide strategic guidance and oversight for this work within a collective impact model framework. This group has met four times and is preparing to recruit and establish 5-7 work groups to determine strategies and workplans addressing: strengthening Civic Capital; Assets and Incomes, increasing Housing Stability and Quality and community control of land and housing; Economic Vitality; and improving the Infrastructure and Visual Design of the West End.

Thus far this work has been facilitated and supported by the Executive Director and Resource Development Manager of the Martin Luther King Center. This is insufficient and unsustainable for the scope of work to come.

The ARPA allocation will be utilized to hire a coordinator on a 1-2 year basis along with supplies to support the steering committee and workgroups. Key responsibilities include:

Working with community partners:

- Developing and maintaining a list of community partners and upcoming events;
- Organizing outreach against that list of community partners and upcoming events, including following-up as needed;
- Coordinating research and other activities with initiative partners to minimize redundancies and to align strategies and actions, including conducting individual outreach and education as needed;
- Working with Steering Committee to update outreach strategy as new needs emerge;
- Working with Steering Committee to coordinate with other related projects and coalitions (i.e. in the same field) to maintain a full understanding of the current landscape of local and regional activities, and integrating their work into Steering Committee and workgroup processes;

Strategic coherence:

- Maintaining understanding of current implementation challenges and developing comprehensive solutions to address them;

- Providing support to partner organizations in aligning their work to a common agenda (e.g., identifying opportunities for program work to support specific goals);
- Coordinating advocacy supporting activities of partners.

Communications:

- Communicating the objectives of the West End Revitalization to the community and potential partners;
- Facilitating ongoing communication between West End Revitalization partners by hosting regular conference calls, in-person meetings, or coordinating regular email updates to ensure alignment of activity;
- Planning and managing logistics of, and attending, community events;
- Creating or managing creation of regular summary reports of West End Revitalization progress for Steering Committee, Working Groups and external audiences; and

Fund development and management:

- Identify potential funding sources to support West End Revitalization’s goals and priorities:
 - Writing grants, as needed, or coordinating work of grant writer
 - Working with implementing agencies to provide information to support their grant applications
 - Coordinating West End Revitalization grant reporting to funders as required
- Tracking all West End Revitalization funding, including allocated funds from partner organizations

Data collection, analysis, and reporting:

- Coordinating indicator refinement with workgroups and Steering Committee;
- Ensure all partners are aware of targets and indicators;
- Creating or managing creation of yearly summary reports of West End Revitalization progress for Steering Committee and external audiences.

During this process the coordinator, with assistance from Enterprise Community Partners, will be researching and cultivating other funding source to support the strategies and activities beyond the expenditure of these dollars. This initial investment combined with the John Deere contribution of \$235,000 will serve to incentivize/leverage other donors.

WEST END REVITALIZATION		
ARPA Request Budget 2023 -2024		
Item	Description	Projected cost
Personnel costs	Project Coordinator	\$75,000

Supplies	Computer, desk, phone, copying, software, pens, etc...	\$5,500
Shared Measurement System	Data collection, data system design, implementation & training	\$7,500
Communications	Printing, digital	\$5,000
Travel expenses	Travel to various meetings	\$1,000
Miscellaneous	miscellaneous	\$1,000
Stakeholder & Community Engagement	Meeting supplies, memberships & subscriptions, refreshments, etc...	\$5,000
TOTAL		\$100,000

Recommendation:

That council approve \$100,000 in ARPA funding for the West End Revitalization project via the Martin Luther King Center.

Submitted by: Jerry Jones, Director Martin Luther King Center

Approved by: Todd Thompson, City Manager