



October 2, 2017

City of Winston-Salem  
Attn.: Mr. Lee Garrity, City Manager  
City Hall  
101 N. Main St., Suite 170  
P.O. Box 2511  
Winston-Salem, NC 27102-2511  
**VIA ELECTRONIC MAIL**

Dear Mr. Garrity:

I hope this letter finds you well. My purpose in writing is to formally and respectfully request the City's partnership in seeking HUD's highly competitive Choice Neighborhoods Implementation Grant ("Implementation Grant"), which will be designated for the revitalization of the Cleveland Avenue Corridor. As you know, last year, immediately following our agency's successful completion of the Cleveland Avenue Transformation Plan (made possible by a 2013 HUD Planning Grant), we first sought the Implementation Grant funds. Unfortunately, we were not awarded the grant in 2016. However, in the intervening period, we have taken several steps to strengthen our application. Most notably, by acquiring the former New Hope Manor community (now known as Fairview Landing) we have significantly increased our site control in the grant area, which is crucial to facilitating the provision of new-construction replacement housing units. We truly believe that we are well positioned to submit a highly competitive application this year.

HUD's Choice program requires the City and the Housing Authority to submit a joint application. We believe that this is a laudable mandate, as it shows that the revitalization proposed in the grant application is a true community effort. We are very fortunate, and thankful, that our agency has long enjoyed a collaborative working relationship with the City. Consequently, we are humbled and excited to request that the City sign onto the 2017 Choice Neighborhoods Implementation Grant as a co-applicant. I have identified, below, the components of the application that will require City action:

- Adopt a resolution and sign grant application agreeing to participate as a joint-applicant (no change from last year's request);
- Execute a letter (drafted by the Housing Authority and revised without limitation by the City) outlining the City's capability to serve as the "Neighborhood Lead" in the event

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that the grant is awarded. The “Neighborhood Lead” is the entity responsible for overseeing the “community improvement” projects that get funded through the grant – for example, streetscape modification, park rehab and development, etc. (no change from last year’s request);

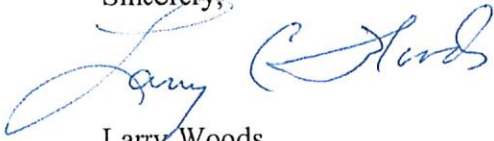
- Execute a HUD Certificate of Consistency form acknowledging the Cleveland Avenue Corridor’s consistency with the Consolidated Plan (no change from last year’s request).

The foregoing are “mandatory” items, meaning an application cannot be submitted without them. However, there are other “optional” City actions that, while not a requisite for submission, would garner additional points and make the grant more competitive. We acknowledge, of course, that many (if not all) of these “optional” items represent a significant financial investment that may exceed the scope of what the City is able to commit. We note them here simply for informational purposes. We would emphasize, however, that any commitments from the City would be contingent on the receipt of a \$30MM federal grant – the City would have no financial obligation in the absence of a grant award. The “optional” City commitments are as follows:

- Evidence of expenditure in the previous three years, or firm future commitments, within the grant area in the amount of \$20MM or more;
- Commitment of \$500,000.00 (1 point) or \$1.5MM (2 points) of CDBG funds or Section 108 financing to activities within the grant area.

I would be much indebted, of course, if you would bring the matter of the City’s participation as described herein to Council for consideration as soon as possible. The submission deadline is November 22, 2017. We will eagerly await your response, and I thank you for your time and consideration.

Sincerely,



Larry Woods  
Chief Executive Officer  
Housing Authority of the City of Winston-Salem

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