



Form Name: 2019 Smart Growth Grant - Level 2  
Submission Time: October 10, 2019 2:59 pm

**State and local REALTOR® Associations shall only use resources provided by the REALTOR® Party program within their association’s territorial jurisdictions as set by NAR. Does the proposed activity adhere to the stated requirement?** Yes

**Please check the box of the application deadline for which you are applying.** September 15

**State** Illinois

**Association Name** 3635 | EGYPTIAN BOARD OF REALTORS® INC (IL)

**Amount Requested (Max \$5,000)** 5000

**Number of Members** 446

**Will the grant be funding a project in a rural community within your association’s jurisdiction? Note that the Rural Housing Service defines “rural” as areas with less than 30,000 population and rural in character.** Yes

**Address** 1306 N. Atchison  
Marion , IL 62959

**Application Contact Information:** Ron Deedrick

**Contact Email** rdeedrick@illinoisrealtors.org

**Association AE Contact Information (if different from above):** Charay Palmer

**Association AE Contact Email (if different from above):** ae@egyptianboard.com

**Smart Growth Event Details**

**1. In one sentence describe what your association will be doing with this grant.** The Egyptian Board of REALTORS will be engaging with the Jackson County Growth Alliance to help develop a new land use plan for Murphysboro (pop. 7970).

<b>2. Dates of activity, if applicable</b>	Late 2019 into 2020 - a ninth-month process
<b>3. Describe the land use/transportation/growth issue(s) with which your association is engaging. Why this issue is of concern to the association?</b>	Murphysboro is an older community in Southern Illinois with a significant number of populous in section 8 housing, substandard housing and or dilapidated structures. The community, county, and economic leaders are working on a long-term prospectus to improve the living, working, and business condition for the City of Murphysboro. Mayor Will Stephens, the Jackson County Board, Chamber of Commerce and other civic leaders are working in collaboration to prepare this document through a consulting firm.
<b>4. Describe proposed activity. Be specific about the details how this event will be executed.</b>	The project is in several phases that focus on: downtown revitalization, public art plans, complete street mapping review (traffic patterns for key small businesses), housing plan, evaluation for brownfield tax credits, and a regional approach for determining Murphysboro niche markets in comparison to surrounding counties.
<b>5. How will the activity further smart growth-related land use public policies/development in your community? Please review the 10 Smart Growth Principles at the end of this application and describe how your project supports one or more of these principles.</b>	This project will support eight of 10 principles, with the exception of 2 and 8.
<b>6. Is this project part of a larger long-term effort aimed at shaping your community's land use?</b>	Yes

**7. Describe the general roadmap to achieving the long-term outcomes, if known and/or applicable.**

**CONCEPT 1: DOWNTOWN BUILDING REVITALIZATION**

- Development of business / program plans for new businesses and business development strategy for existing businesses in downtown Murphysboro, focusing on Walnut Street.
- Creation of a nonprofit umbrella organization to oversee programming and development, potentially including:
  - o Arts Education programs
  - o Makerspace / Incubator / co-working space
  - o Artist retail / gallery space
  - o Visitors Center
  - o Pop-up retail space
  - o Potential restaurant / coffee shop / other food service
- Identification of additional potential Murphysboro Main Street programs, such as business incentive or façade improvement programs

**CONCEPT 2: MARKETING / CITY IDENTITY**

- High-level development of downtown Murphysboro brand and visual identity, including the potential development of the "Murphysboro Arts District" or similar district brand
- Asset map of Murphysboro - clearly telling the story of what's already happening, and identification of key marketing and branding opportunities for greater regional and national tourism and workforce attraction marketing
- Tie-in to marketing efforts of existing businesses

**CONCEPT 3: SHARED STREETS / WALKABILITY**

- Again, a focus on Walnut and options for greater walkability, which could include:
  - o Improved lighting and safety
  - o Potential transfer of jurisdiction of Walnut Street from Illinois Department of Transportation to the city of Murphysboro
  - o The possibility for a "road diet" and other options to increase pedestrian and bike safety, as well as greater access to businesses on Walnut Street
- Addressing the perceived lack of parking through wayfinding signage, clearly identified districts, and a more cohesive downtown "look"

**CONCEPT 4: PUBLIC ART / CITY IDENTITY**

- Downtown beautification plan, including signage in line with downtown Murphysboro brand standards
- Public Art Plan / Public Mural Program - management, funding, implementation, location of key sites
- Public engagement strategy for Public Art Plan

**CONCEPT 5: HOUSING**

- Housing analysis and survey
- Creation of a housing incentive program to address blighted housing and spur development of new housing options, such as mixed-use downtown development and infill development

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**8. Describe your association's prior smart growth efforts, if applicable.**

N/A

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<b>9. Describe any non-public policy outcomes/benefits of project, including those to the REALTOR® association and its members?</b>	Identified in question seven
<b>10. To what degree/how will members be involved in the activity?</b>	A group of Jackson County REALTORS are actively involved in the planning and fundraising of this activity. Illinois Local GAD Ron Deedrick will also serve as a lead point for this project in coordination with the community stakeholders.
<b>11. What other parties will be engaged in this activity (other REALTOR® associations, nonprofits and/or government entities) and their roles?</b>	Chamber of Commerce, City of Murphysboro, Jackson County, Illinois REALTORS, local banks & businesses
<b>12. How are you measuring the success of this activity in both the short term and long term. When do you expect the long-term land use public policy outcomes to be known, if applicable?</b>	If a coherent development strategy is developed and Murphysboro is able to spur economic growth or increasing affordable home alternatives to section 8 housing. Enabling more Murphysboro residents to transfer from rental conditions to home-ownership is also a primary goal.
<b>13. Will this effort support your broader/long-term advocacy goals? If so, how?</b>	Yes
<b>13a If Yes</b>	Yes, the Egyptian Board of REALTORS is seeking a larger stake in land-use policy discussions in Jackson County, home of Southern Illinois University.
<b>14. Is there anything else you would like the review panel to know about this project?</b>	No

## Budget Details

<b>Smart Growth Program Grant (enter requested amount)</b>	5000
<b>Contribution from your association (do not include staff-time or in-kind donations)</b>	500
<b>Contribution from other REALTOR® association(s)</b>	1500
<b>Contribution from non-REALTOR® collaborating partners</b>	63000
<b>Total Revenue</b>	70000
<b>Other Expenditures (specify):</b>	Plan Development (public hearings, surveys, mapping and studies)

Other Expenditures (amount): 69500

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Total Expenditures 69500

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**16. If the applicant is a local REALTOR® association, the state association must be notified of your application. Please indicate the name, title and contact information of the state association staff that was notified.** Ron Deedrick, Local Government Affairs Director - Illinois REALTORS

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**17. If this funding request is approved, do you give NAR permission to share your application with others (either directly or on Realtor Action Center) as an example of a successful application?** Yes

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