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Media Release

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Minneapolis Awards Funding to Further Revitalize and Sustain Neighborhood Business Districts

More than \$712,000 in grants will help support 21 projects in the city's business districts

May 15, 2009 (MINNEAPOLIS) – Funding of \$712,355 in grants for 21 projects in City of Minneapolis business districts was approved by Mayor R.T. Rybak and the Minneapolis City Council. Monies will support technical assistance for new and existing businesses, branding and marketing, merchandising, business recruitment, market analysis and design services.

Projects were selected through a Request for Proposals process; 34 proposals were received. Support will help revitalize and sustain vibrant business districts and send a positive message about the neighborhoods surrounding it. Funding is through the City's [Great Streets](#) neighborhood business district program which prioritizes resources to areas with demonstrated need and where private investments augment public funding.

Recipients include:

- Catalyst Community Partners: \$50,000 for retail recruitment, site development. Area: West Broadway with priority on 900-1200 blocks.
- African Development Center: \$50,000 for technical assistance, business planning, workshops on bookkeeping and accounting. Area: Cedar Riverside LRT area, Franklin Ave., East Lake, Midtown Lake, West Lake, Nicollet Ave., Central Ave.
- West Bank Business Association: \$50,000 for public safety activities, branding, marketing and special events. Area: Cedar Riverside LRT area, Cedar, Riverside.
- PEACE Foundation: \$7,500 to support the northside event, FLOW. Area: West Broadway.
- Women Venture: \$50,000 for technical assistance for existing and new businesses. Area: West Broadway.
- LEDC: \$50,000 for technical assistance. Area: Midtown, East Lake St.
- NEON: \$30,000 for business planning, marketing, financial counseling. Area: West Broadway and other northside eligible commercial districts.
- East Downtown Council: \$49,945 for market analysis and economic redevelopment plan. Area: Chicago Ave., north of 17th St.

- Lake Street Council: \$50,000 for marketing, business recruitment, and way-finding from Greenway. Area: East; Midtown, West Lake St.
- KMOJ: \$27,210 for marketing and advertising. Area: West Broadway.
- Folwell Neighborhood Association, Cleveland Neighborhood Association, Hawthorne Neighborhood Association, Jordan Area Community Council, McKinley Community: \$25,000 for development of a comprehensive plan for Lowry between Theodore Wirth Parkway and 2nd Ave N., including an economic development plan for Lowry commercial nodes. Area: Penn & Lowry, Emerson & Lowry, Lyndale & Lowry.
- Seward Redesign with SENA: \$50,000 for business recruitment, merchandising, design services, and branding. Area: 38th St. LRT; 46^t St. LRT; 28th Ave. & 42nd St.; Cedar & 42nd St.; Cedar and Minnehaha.
- MCCD/NDC: \$30,000 for transaction analysis, database, market analysis, and marketing campaign. Area: 38th & Chicago.
- NDC/ Mercado Central: \$29,000 for market analysis, marketing campaign, and technical assistance. Area: Midtown Lake St. (43 businesses), Bloomington/Lake (resource center).
- Seward Redesign: \$40,450 to develop a tenant recruitment packet, direct work with property owners, business marketing directory. Area: Franklin Ave. (LRT to river), Franklin Ave. LRT (east side).
- Northside Arts Collective: \$19,500 for performing arts showcases at the Capri designed to bring people to the district. Area: West Broadway.
- NECDC: \$20,000 for window merchandising and technical assistance (marketing) for restaurants. Area: Central Ave, 18th Ave. NE to 26th Ave. NE.
- Franklin Area Business Association: \$15,000 for business planning, marketing. Area: Franklin Ave., between 35W and Hiawatha.
- WBC: \$35,000 for the development and implementation of a Safe Zone. Area: West Broadway.
- Northside Arts Collective: \$10,000 for a market analysis of the viability of an arts coop retail space. Area: West Broadway.
- Uptown Association: \$23,750 for branding, development of marketing materials. Area: West Lake St., Lake/Hennepin, Lyndale.

Neighborhood business districts are essential elements of a great city. In 2007, the Minneapolis City Council approved the Great Streets Neighborhood Business District Program, a coordinated effort to help businesses develop and succeed along commercial corridors and at commercial nodes throughout the city.

Through the Great Streets program, the City also provides funding to business districts for other activities that support the economic vitality of the entire district, including business loans, real estate development gap financing and business district assistance such as market studies and retail recruitment efforts, and façade improvement grants.

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