

**2012 Great Streets Business District Support Approved Awards**

<b>Proposer</b>	<b>Sector</b>	<b>Eligible Area(s)</b>	<b>Description</b>	<b>Amount Approved</b>
West Broadway Coalition	North	West Broadway	"Buy Local" Campaign; Farmers Market; N Mpls mini markets; Membership Drive; Networking for businesses; Retail Recruitment	\$45,500
Harrison Neighborhood Coalition	North	Glenwood Ave; Glenwood & Van White	Business district capacity building; support the Glenwood Corridor Alliance; Technical Assistance for businesses; connecting employers to area employees	\$5,000
Asian Media Access	North	42nd & Fremont, Lyndale, Thomas, Penn; 45th & Lyndale; Glenwood & Van White; Lowry & Emerson, Penn; Plymouth & Penn; West Broadway & Penn	Business recruitment for Asian American and Pacific Islander businesses - market studies, networking for businesses, workshops on topics of interest to businesses	\$10,000
Project for Pride in Living (on behalf of Lowry Implementation Committee)	North	Penn & Lowry; Emerson & Lowry	Marketing of Lowry - develop materials, develop marketing campaign, focus on Penn & Lowry redevelopment, develop recruitment strategy; Enhance business association	\$46,700
NE Minneapolis Chamber of Commerce	East	13th & University; 22nd & Johnson; 29th & Johnson; 27th & Central; Lowry & Marshall; Lowry and University; Central Ave; Central & Lowry (AC); East Hennepin (AC); Grain Belt Complex (AC)	Market study of open studio events, outreach to local businesses and artists, promotion of the NE Mpls Arts District, Art in Empty Spaces, art exchange	\$18,000
West Bank Business Association	East	Cedar Ave; Riverside Ave; Cedar Riverside AC; West Bank LRT; Cedar-Riverside LRT	Networking and seminar series; communications; coupon incentive program; Business Improvement District development	\$36,000

Stadium Village Commercial Association	East	Stadium Village AC; Stadium Village LRT; East Bank LRT	Marketing, branding, and promotional activities	\$40,000
Seward Redesign	South	Franklin Ave; Lake St; Franklin LRT; Lake St LRT; 38th St LRT; 46th St LRT; 38th & 23rd Ave, 28th Ave, Cedar Ave; 42nd & Cedar, 28th Ave; Cedar & Minnehaha; 38th & 28th Ave	Business recruitment; investment plans for property owners; marketing help for businesses	\$49,900
Lake Street Council	South	Lake St (East and Midtown); Lake St/Midtown LRT; Chicago-Lake AC; Nicollet-Lake AC; Lyndale Lake AC; Uptown AC	Shopper incentive program; social media marketing training; Lake St brand and promotion	\$21,000
Standish Ericsson Neighborhood Association	South	38th and 46th LRT Stations; 38th & Bloomington, 23rd, & 28th, Cedar; 35th & Bloomington; 42nd & 28th, Bloomington, Cedar; 46th & Bloomington; Cedar & Minnehaha Pkwy	Advertising campaign using LRT cars and platforms	\$20,700
Nicollet East Harriet Business Association	Southwest	Bryant Ave & 36th, 46th, 50th; Lyndale Ave & 36th, 40th, 54th, 58th; 38th & Grand; Nicollet & 38th, 43rd, 46th, 48th, 60th; Diamond Lake Road & Nicollet Ave; Nicollet Ave S	Seasonal marketing campaigns; implementation of Mind*Spark work; Social Media Brown Bag workshops; Id additional marketing tools; Provide professional expertise	\$25,000
African Development Center	East	Cedar Riverside LRT	Business networking events	\$5,000

**TOTAL**

**\$322,800**