

2012 Great Streets Business District Support Approved Awards

Organization	Eligible Area(s)	Activity Description	Amount Approved
African Development Center	Cedar Riverside LRT	Business networking events	\$ 5,000
Asian Media Access	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
Harrison Neighborhood Association	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
Lake Street Council	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
NE Minneapolis Chamber of Commerce	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
Nicollet East Harriet Business Association	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
Project for Pride in Living (on behalf of Lowry Implementation Committee)	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
Seward Redesign	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
Stadium Village Commercial Association	Stadium Village AC; Stadium Village LRT; East Bank LRT	Marketing, branding, and promotional activities	\$ 40,000
Standish Ericsson Neighborhood Association	38th and 46th LRT Stations; 38th & Bloomington, 23rd, & 28th, Cedar; 35th & Bloomington; 42nd & 28th, Bloomington, Cedar; 46th & Bloominton; Cedar & Minnehaha Pkwy	Advertising campaign using LRT cars and platforms	\$ 20,700
West Bank Business Association	Cedar Ave; Rieverside Ave; Cedar Riverside AC; West Bank LRT; Cedar-Riverside LRT	Networking and seminar series; communications; coupon incentive program; Business Improvement District development	\$ 36,000
West Broadway Coalition	West Broadway	"Buy Local" Campaign; Farmers Market; N Mpls mini markets; Membership Drive; Networking for businesses; Retail Recruitment	\$ 45,500

TOTAL \$ 322,800