The West Broadway Business and Area Coalition’s mission is to create an inviting and vital West Broadway Corridor and to transform the Northside into a thriving economic community.

WBC builds capacity of businesses and entrepreneurs, highlights the positive and cultural assets of North Minneapolis, and engages the community in the ongoing revitalization of the West Broadway area. WBC curates community-identified activities designed to transform West Broadway into a thriving commercial corridor that meets the goods, service and entertainment needs of neighborhood residents, businesses, and visitors.

The West Broadway Business and Area Coalition (WBC) works to support local business owners and businesses in several ways. We serve as a resource to connect technical assistance providers, offer financial resources through a partnership with the City of Minneapolis, advocate for businesses along the West Broadway Corridor, and connect business owners to develop stronger networks in North Minneapolis.

Membership supports these activities and other programs put on by WBC, including the FLOW Northside Arts Crawl and Open Streets.
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CONNECT WITH THE CITY

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CITY OF MINNEAPOLIS CONTACTS

**Minneapolis 311** Minneapolis residents, businesses, and visitors can call 311, visit the 311 website (www.ci.minneapolis.mn.us/311/index) or download the 311 mobile app to inquire about City services, report problems, check the status of issues, or get information. From reporting graffiti or long grass, to illegal dumping, and potholes, 311 is your resource to help. This should be the first place to refer to if you have any issues or questions for the City of Minneapolis.

**City of Minneapolis Mayor Jacob Frey** 612.673.2100

**City of Minneapolis Council Ward 5 Representative Jeremiah Ellison** Ward 5 is bound on the north by Lowry Ave North, on the west by Theodore Wirth Park, on the east by the Mississippi River, and the south by Cedar Lake Road. Contact Councilman Ellison’s office by calling 612.673.2205

**City of Minneapolis Council Ward 4 Representative Phillipe Cunningham** Ward 4 is the northernmost ward in the city and is bordered to the West by Robbinsdale and Golden Valley, to north by Brooklyn Center and the East by the Mississippi River and Northeast Minneapolis. Contact Council President Johnson at 612.673.2204

**Minneapolis Police Department District 4** Inspector Aaron Baird commands the 4th Precinct. The 4th Precinct provides police services to one-fifth of the City of Minneapolis. Its service area is bounded by the Mississippi River on the East, Interstate 394 on the South, and the city limits on the West and North. The 4th Precinct Station is located at

1925 Plymouth Ave North, Minneapolis, MN 55411
612-673-5704

For all emergencies, dial 911
CITY OF MINNEAPOLIS CONTACTS

Minneapolis District Crime Prevention Specialists: Crime Prevention Specialists (CPS) work with residents, neighborhood organizations and businesses on any number of issues. There are three Crime Prevention Specialists who cover North Minneapolis

- **CPS Rowena Holmes** covers North Minneapolis south of West Broadway, which is the neighborhoods of Bryn-Mawr, Near North, Heritage Park, and Willard-Hay (Sector 1). Rowena can be reached by email at, Rowena.holmes@minneapolismn.gov or 612.673.2833
- **CPS Bill Magnuson** covers North Minneapolis north of West Broadway up to Dowling Ave N, which is the neighborhoods of Cleveland, Folwell, Hawthorne, Jordan, and McKinley (Sector 2). Rick can be reached by email at, Richard.maas@minneapolismn.gov, or 612.673.3725
- **CPS Tim Hammett** covers North Minneapolis north of N. Dowling Ave to 53rd Ave, which is the neighborhoods of Camden Industry, Lind-Bohanan, Humboldt Industrial, Shingle Creek, Victory, Webber-Camden (Sector 3). Tim can be reached by email at, timothy.hammett@minneapolismn.gov or 612.673.2866
NEIGHBORHOOD CONTACTS

Neighborhood Associations Minneapolis neighborhood organizations were created to coordinate planning, work with city departments, and facilitate community engagement. These neighborhood associations are excellent sources of information about the neighborhoods that they serve.

Cleveland Neighborhood Association The Cleveland neighborhood is bordered on the north and south by N Dowling and Lowry Aves, and on the east and west by Victory Memorial Parkway and Penn Ave. Kristel Porter, Executive Director, kristel@clevelandneighborhood.org

Hawthorne Neighborhood Council The Hawthorne neighborhood is located in North Minneapolis and is bounded by the Mississippi River to the east, Emerson Avenue to the west, West Broadway to the South and Lowry Avenue to the North. Diana Hawkins, Executive Director, dhawkins@hncmpls.org

Heritage Park Neighborhood Association The Heritage Park Neighborhood Association serves the geographic area also known as Sumner-Glenwood, which is bounded by N 11th Ave on the north, Glenwood Ave on the south, I-94 on the east, and N Emerson/Girard Terrace on the west. Dennis Fazio, Director, hpnamlps@gmail.com

Jordan Area Community Council The Jordan neighborhood is bordered on the north by Lowry Avenue, and on the east by Emerson Avenue, It has a unique border on the south and west by West Broadway. Cathy Spann, Executive Director, cathy@jordanmpls.org

Northside Residents Redevelopment Council (NRRC) NRRC is a non-profit who has been serving the Near North and Willard-Hay neighborhoods since 1969. As the neighborhoods community development corporation, NRRC has worked with residents on housing and economic development projects for over 20 years. 612.335.5924, www.nrrc.org
BUSINESS PLANNING AND TECHNICAL ASSISTANCE

Developing your business plan, marketing, growing your business
TECHNICAL ASSISTANCE CONTACTS

**African Development Center** Provides business technical assistance, financing, and credit building. Contact 612.333.4772, email info@adcminnesota.org, or visit www.adcminnesota.org

**Asian Economic Development Association** Business planning, technical assistance, training and workshops, loan packaging. Contact 651.222.7798 or visit www.aeda-mn.org

**City of Minneapolis Business Technical Assistance Program (B-TAP)** The City contracts with local non-profit organizations to connect business owners with a variety of business technical assistance services. Contact: 612.673.5095, email btap@minneapolismn.gov, or visit www.minneapolismn.gov/business/B-TAP

**Latino Economic Development Center** Micro-entrepreneurship classes, group technical assistance workshops and one-on-one technical assistance in Spanish to Latino entrepreneurs. Contact: 612.724.5332, or visit www.ledc-mn.org

**Minneapolis SCORE** Offers mentorships and counseling through a network of over 13,000 volunteers who help you and your business open new markets, reach new customers, and achieve new goals. They also offer local and online workshops. Contact 952.938.4570, email minneapolis@score-mn.org, or visit www.minneapolis.score.org

**Minnesota Business Planning Center (BPC)** This walk-in center is sponsored by the U.S. Small Business Administration (SBA), provides free on-site counseling, information, and technical assistance for local entrepreneurs. Contact 651.259.7423 or visit www.mn.gov/deed/business/help/sbdc
**TECHNICAL ASSISTANCE CONTACTS**

**Minnesota Small Business Development Centers (SBDC)** A service of the Minnesota Department of Employment and Economic Development, SBDC provides guidance on a variety of topics for new and established small businesses. Contact 651.259.7423 or visit www.mn.gov/deed/business/help/sbdc

**Neighborhood Development Center (NDC)** Provides a variety of courses to help prepare entrepreneurs in both startup and expansion stage of owning a business. NDC also offers technical assistance, capacity building, business incubation space, and lending. Contact 651.291.2480 or visit www.ndc-mn.org

**Northside Economic Opportunity Network (NEON)** Packages and facilitates lending for eligible businesses. Provides entrepreneurship training, outreach, and technical assistance. NEON has a business incubator space, which can connect you to business opportunities, mentoring, print/copy/scan services, possible investment and office space. Contact 612.302.1505, email info@neon-mn.org, or visit www.neon-mn.org

**Women Venture** Helps women to start and grow their small business though education, business consulting, and micro-loans up to $50,000. Contact 612-224-9540 (English) 612-224-9563 (Spanish), email infor@womenventure.org (English) mromero@womenventure.org (Spanish) or visit www.womenventure.org
FINANCING SOURCES
Loan sources, finance advisors, expansion and improvement programs
FINANCING SOURCES

City of Minneapolis Community Planning & Economic Development (CPED) CPED is the economic development arm of the City of Minneapolis. CPED has many financing tools available to small businesses such as a two-percent loan program, issuing revenue bonds, and grants through its Business District Support program. CPED Contact: Jim Terrell, 612-673-5022, or visit www.minneapolismn.gov/cped

CPED Loan Programs CPED offers several different types of small business loans. Contact 612-673-5095 or visit www.minneapolismn.gov/cped/ba/businesssupport

2% Loan Program Financing to small businesses (retail, service or light manufacturing) in Minneapolis to purchase equipment and/or to make building improvements

Alternative Financing Program An alternative, in accordance with Islamic law, or Sharia, to interest-based systems available to small businesses (neighborhood retail, service or light manufacturing) located in Minneapolis

Business Development Fund Financing for redevelopment projects in Minneapolis that will lead to job creation for Minneapolis residents

Health and Safety Improvement Loan: Funding to make necessary repairs to bring a business up to code. The program is managed by the Metropolitan Consortium of Community Developers (MCCD). Contact MCCD at 612.843.3262 or Becky Shaw with the City of Minneapolis at 612.673.5066

Homegrown Business Development Center Financing and technical assistance available for Minneapolis small businesses that manufacture and process local food products. The program is managed by MCCD. Contact MCCD at 612-843-3262 of the City of Minneapolis at 612-673-5072

Clean Energy Resource Team (CERT) Offering tools for energy efficiency implementation. Can help locate rebates for energy efficiency programs. Awarded over $930,000 in seed grants to 230 energy project since 2006. Visit www.cleanenergyresourceteams.org
FINANCING SOURCES

**Historic Preservation Tax Credits** Properties listed as certified historic tax structures, listed on the National Register of Historic Places, or certified as contributing to a Registered Historic District are eligible for federal and state tax credits. Contact the City of Minneapolis Heritage Preservation at 612.673.3000 or visit www.ci.minneapolis.mn.us/hpc/BenefitsofPreservation

**Metropolitan Consortium of Community Developers (MCCD)** MCCD provides small business loans for emerging entrepreneurs who face challenges accessing the commercial banking system. Many of their clients are from low income, minority, and new arrival communities. In

**Metropolitan Economic Development Association (MEDA)** MEDA offers economic development services in three areas, business consulting, financial assistance, and corporate and government market opportunities. They assist businesses of all sizes, industries, and types of ownership. Their primary focus is helping minority-owned businesses to scale their companies, creating employment within the community. Contact 612.332.6332 or visit www.meda.net

**Minnesota PACE (Property Assessed Clean Energy)** Energy Financing Funds available for energy-efficiency projects. Building owners may, for example, use the funds to help with make a building more efficient to lower utility bills. Visit www.mnpace.com

**Neighborhood Development Center (NDC)** Provides a variety of courses to help prepare entrepreneurs in both startup and expansion stage of owning a business. NDC also offers technical assistance, capacity building, business incubation space, and lending. Contact 651.291.2480, or visit www.ndc-mn.org
FINANCING SOURCES

**New Market Tax Credits** Community Development Entities are eligible for tax credits for development in historically disinvested areas. Contact Miles Mercer with the City of Minneapolis at 612-673-5043 or email miles.mercer@minneapolismn.gov

**Transit Oriented Development (TOD) Grants** Supports projects that account for increased transit ridership, pedestrian-friendly design that encourages active living, economic development impact, job creation and retention, and the ability to leverage other public resources

**US Bank (West Broadway), Sunrise Bank, Western Bank**

**WBC Façade Improvement Program** The WBC has partnered with the City of Minneapolis to provide 1:1 matching grants of up to $7,500 per storefront. This program can help pay for many exterior façade improvements including painting, windows, lighting, masonry repairs and tuck pointing. Contact Hannah Gary at hannah@westbroadway.org, or call 612.353.5178

**Xcel Energy** Xcel offers rebates for a variety of energy improvements, including equipment upgrades, energy audits, and whole building/new construction projects. Visit www.xcelenergy.com/programs_and_rebates/business_programs_and_rebates
PERMITS, LICENSING, AND ZONING

State business license, regulatory requirements, expanding your business
PERMITS, LICENSING, AND ZONING

**Minneapolis Development Review Office** If you are starting or expanding a business, you can find out about the regulatory requirements by calling Minneapolis 311 and requesting to be connected to a development coordinator. You can also head directly to the Minneapolis Development Review Office which is located on the third floor of the Public Service Center. Start with the Minneapolis Development Review Office for any business related question.

Minneapolis Development Review  
Public Service Center Building  
250 S. 4th St. Room 300  
Minneapolis, MN 55415

**Minnesota DEED (Minnesota Department of Employment and Economic Development)** DEED is the primary economic development agency for the State of Minnesota. The Department’s programs range from offering small business technical assistance to recruiting international companies to locate in Minnesota. The Guide to Starting a Business in Minnesota, available on the website, has extensive information about all the necessary steps to begin a new business venture in Minnesota. Contact 651.259.7114 or visit www.mn.gov/deed/business
PERMITS, LICENSING, AND ZONING

**State License Requirements** All businesses in Minnesota must register with the Secretary of State. A step-by-step guide to going through the registration process is available on the Minnesota Secretary of State website (www.sos.state.mn.us/business-liens/start-a-business/how-to-register-your-business/). In order to go through the steps to register your business, you must create an online account with the Secretary of State’s office. Technical assistance partners listed earlier can help determine what type of business structure would be best for your business.

**Small Business Administration** Provides technical assistance and financing options to small businesses across the country. The Minnesota office is located in downtown Minneapolis. SBA operates through four small primary program areas: access to capital; entrepreneurial development; government contracting; advocacy. Contact 612.370.2324 or visit www.sba.gov/offices/district/mn/minneapolis

**Obtaining a Business License**
- Complete a Business License Application, available on the City of Minneapolis website. A complete list of businesses eligible for license is also available on the same website.
- Once completed, take the application to the Minneapolis Development Review Office

If you have any questions about the application process, contact the Minneapolis License Inspector for North Minneapolis: Phil Cotterill, 612-673-5980 or Phil.Cotterill@minneapolismn.gov
ADDITIONAL RESOURCES

More resources available to businesses in Minneapolis
ADDITIONAL RESOURCES

Advertising in North Minneapolis There are several print and radio outlets to advertise your business in North Minneapolis.

  North News Print newspaper

Emerging Entrepreneur Loan Program (ELP) Loan programs for growing businesses operated by minorities, low-income persons, women, veterans, and persons with disabilities. Loans are given through various, qualified, non-profit businesses. A complete list of lenders is available on the Minnesota DEED website (www.mn.gov/deed/business/financing-business/deed-programs/elp)

Minnesota Pollution Control Agency (MPCA) The Small Business Assistance Program helps business owners to understand environmental rules and regulations for businesses. Technical experts in state and federal regulations are available to help small business owners comply with rules. Contact Troy Johnson at troy.johnson@pca.state.mn.us or 651.282.6143 with questions. Additional information is available on the MPCA website (www.pca.state.mn.us)
ADDITIONAL RESOURCES

**Minnesota Workforce Center** The workforce center helps employers in Minnesota find employees and assists with employment insurance information. Contact lee.schuster@state.mn.us with questions, or visit the Minnesota Workforce Center website (www.mn.gov/deed/job-seekers)

**Small Underutilized Business Program and Disadvantaged Enterprise** A program of the City of Minneapolis to prioritize women- and minority-owned business enterprises. Contact contractcompliance@minneapolismn.gov to become certified as a women- or minority-owned business enterprise. Additional information about the program is available on the Minnesota Unified Certification Program website (www.mnucp.org)

**Step Up Youth Interns** Summer internship program that links Minneapolis businesses with young people trained for work readiness and overseen by program advisors. Youth aged 14-21 are eligible to apply for internships. Organizations interested in hiring Step Up interns should complete an application found on the Step Up website (http://www.minneapolismn.gov/cped/metp/WCMS1P-151075)

**University of Minnesota Business and Community Economic Development (BCED)** The program partners with government, private, and non-profit organizations to support community development in Minnesota. Specifically, BCED seeks to create opportunities for business owners who have been historically underrepresented.
FREQUENTLY ASKED QUESTIONS

Common business questions that may come up for you
FREQUENTLY ASKED QUESTIONS

Q I’m looking at leasing a space, but I don’t know who to contact if the zoning of the property will allow for my business.
A Contact the Minneapolis Development Services Customer Service Center at 612.673.3000

Q I don’t know if my business needs a license. If it does, what sort of license do I need?
A Contact Business Licenses and Consumer Services, 612-673-2080

Q I want to have alcohol at an event at my business. What do I need to do?
A Temporary licenses are available through the City of Minneapolis Business Licenses Office. Contact Michele Harvet at michele.harvet@minneapolismn.gov or 612.673.2593

Q I want to close down a portion of the street for an event. What do I need to do?
A To use the street for an event, you should apply for a Street Use Permit. First, you need to register your business through the City of Minneapolis website. The application and registration information is available on the City website (www.ci.minneapolis.mn.us/licensing/WCMSP-203079). Contact Doug Mayday at doug.maday@minneapolismn.gov with any questions.

Q I’m looking for a new location for my business in North Minneapolis. Where should I start?
A WBC maintains a list of available commercial properties. Contact Rob Hanson at rob@westbroadway.org with questions about leasing or buying commercial space.
FREQUENTLY ASKED QUESTIONS

Q Who should I contact about workforce questions?
A Emerge, Better Futures, and Minnesota DEED are all resources for workforce questions in Minneapolis
   Emerge: 612.529.9267
   Better Futures: 612.455.6133
   Minnesota DEED: 651.259.7114

Q I don’t know if my business needs a license. If it does, what sort of license do I need?
A Contact Business Licenses and Consumer Services, 612-673-2080

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