



About Us

The West Broadway Business and Area Coalition (WBC) serves the businesses, patrons and residents of the West Broadway Ave commercial corridor in Minneapolis. Our Mission is to create an inviting and vital Corridor and to transform the Northside into a thriving economic community.

WBC builds capacity of businesses and entrepreneurs, serves as a resource for business technical assistance, offers financial resources, advocates for businesses along the West Broadway Corridor, and connects business owners to develop stronger networks in North Minneapolis.

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 activities that transform West Broadway into the thriving corridor our business members imagine and that meets the goods, service and entertainment demands of our neighborhood residents, businesses, and visitors.

Specifically, we are actively serving just over 70 northside businesses on an ongoing basis. We provide a platform to amplify the voices of small business owners by guiding community-centered public policy, neighborhood planning, and community projects. WBC takes pride in assisting businesses owners in navigating complex city processes like ordinance changes, licensing, and inspection issues.

WBC is the creator and hub for education, networking, and creative placemaking events that stimulate our local economy. These area wide initiatives include; Open Streets West Broadway, the Northside Business Luncheon-Workshops, Black Friday on Broadway, and our School-to-Broadway youth job pathway.

WBC's marketing initiatives celebrate our local neighborhood such as the "Shop Northside" and the "NorthMPLS brands. We provide business resource brokering including the Great Streets Façade Improvement Program and beautification grants through our Broadway Beautiful program for the West Broadway commercial corridor.

Bringing a holistic perspective to community growth and development, WBC is intentional about the look and feel of the Corridor. WBC works to highlight our gifted arts community, as well as offer guidance for local businesses on branding and aesthetics.

Income & Workforce: *North Minneapolis*

West Broadway Avenue's commercial activity is struggling due to low commercial density resulting in a low foot traffic rate. Businesses need to build their customer base and with limited capacity with businesses sometimes relying on 1-2 employees, it has become almost impossible for businesses to scale up.

Entry-level businesses with opportunities to scale

North Minneapolis has a low concentration of entry level jobs and although the city provides summer internships through their StepUp program, there is a huge demand for year-round internship opportunities. Throughout the school year, many northside youth fall through the cracks that may not necessarily want to participate in sports or theater and may simply want a job that will supplement their family's household income and will also prepare them with the soft skills needed to participate in the workforce.

Solution

North Minneapolis holds the highest share of the region's children and teens with 3% more than the Metro Region on average and 6% more than the City of Minneapolis as a whole. WBC has built trusting relationships with the business community on West Broadway Avenue and has worked to create pathways for youth in North Minneapolis. We have even added a youth entrepreneur membership package to our association. Youth-Community professional relationship building will have a positive impact by strengthening community relationships and increasing local business patronage and employment.

How can you Help?

Direct support for our Youth Jobs program will provide soft skills, marketing and advertising training for youth who attend High Schools and/or reside in North Minneapolis.

Partners

- Youth Services Program at Emerge Career and Technology Center; providing soft skills, resume, Linked IN, and interviewing workshops.
- Minneapolis Public School's Career and Tech Center at North High School: providing technology training for social media and google online marketing and advertising.
- North Memorial Health career pathway program with West Broadway health-focused businesses

- West Broadway Business and Area Coalition members (attached); providing job placement opportunities for youth.

West Broadway Business and Area Coalition

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