



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.

Litter

For decades, the West Broadway Business Corridor has had major issues with litter usually peaking during the warmer months of the year between April and October. Despite having an Improvement District (WBID) established, WBC has had to step in to support clean-up efforts due to low property assessments contributions. In 2024, WBC was responsible for collecting over 20,000 pounds of trash from West Broadway Avenue between Washington and 26th Avenues from Spring to Fall.

Crime

For the past four decades, West Broadway Avenue has had the largest number of vacant storefronts in the city. Large unlit spaces reduce eyes on the street as well as pedestrian activity. Ward 5 is currently home to 1/3 of all vacant lots in the city. Industrial buildings currently take up 2 entire blocks of West Broadway's corridor. Although not abandoned, they are large buildings without windows and limited lighting that create a stark and large stretch of unobservable storefront. Business owners and patrons believe that once we combat this vacancy issue, this will naturally resolve many of West Broadway's crime and litter-related issues.

Ambassador Program

Every year since 2015 WBC has invested up to \$70,000 annually to provide ambassadors to manage, maintain, and oversee the West Broadway Avenue corridor. The intent of our Ambassador Program is not to replace existing city services but to provide a higher level of service than what is currently being provided due to lack in assessment power. Our ambassadors work to create a cleaner, safer, greener, and more beautiful West Broadway and we do this by:

- Decreasing litter, graffiti, and removal of homeless encampments within 24 hours
- Increase presence and maintenance of public art, seasonal decorations, banners, benches, garbage cans, etc.
- Increased eyes on the street
- Increase in placing and maintaining greenery
- Increase commerce within the business district
- Removing patron and pedestrian's perceived risk
- Increase awareness by assisting WBC's engagement efforts
- Indirectly contributes to new businesses and development

What our legislator can do to help

With \$75k per year, WBC will be able to continue our traditional April- September schedule. It would also allow us to increase capacity by 7%, allowing us to extend services through October to accommodate for longer summer seasons as we experienced in 2024 & 2023.

Supporters

We are working directly with and have signed on support from 28 business owners on West Broadway Avenue (attached)

West Broadway Business and Area Coalition

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