



Improving mobility

Easing congestion

Strengthening our communities

Central Corridor **Light Rail Transit**



# Transportation Committee

June 10, 2013

# Today's Topics



- Business Impacts Final EIS Update
- Small Business Loan Program
- Marketing Program



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# **Business Impacts Final Supplemental Environmental Impact Statement**

# Business Impacts Supplemental EIS



- Prepared in response to District Court order issued January 23, 2012
- Draft Supplemental EIS was published December 14, 2012
  - Analyzed potential impacts to business revenues caused by CCLRT Project
  - Highlighted mitigation commitments made by Met Council and other project stakeholders

# Business Impacts Supplemental EIS



- Final EIS published June 7, 2013
  - Includes record of all comments received on Draft Supplemental EIS and responses
  - Available for 30-day review.
- Final step in process is issuance of amended Record of Decision
  - Amended ROD anticipated from FTA late July



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# Business Forgivable Loan Program

## Business Loan Program



- Source of funds \$4 million program
  - \$2.5 million from Met Council
  - \$1 million from St. Paul
  - \$0.5 million from Central Corridor Funders Collaborative

## Business Loan Program Criteria



- Small business
  - <\$2M sales/year
- Maximum amount
  - \$20,000/business
- Demonstrate revenue loss
- 20% of loan forgiven each year business remains on corridor



# Snapshot of Loan Recipients

	Percent
Average loss	31% of sales
100% of loss covered	36% of businesses
>75% of loss covered	57% of businesses
Minority owned	65% of businesses
Monthly sales <\$30,000	67% of businesses

# Loan Program Summary



- Nearly \$3.4 million in loans approved to date
- \$200,000 in administrative costs
- \$415,000 remaining as of April 1, 2013



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# Marketing Program

# Marketing Program

- Identified \$1.2 million dollars from project for 2 year campaign
- Administered by City of St. Paul
- Selected Mod and Co. through RFP process and input from business community
- Started campaign in spring 2011

**ON THE GREEN LINE**  
MPLS-STP  
onthegreenline.com

**GO GLOBAL. GO LOCAL.**  
The Green Line, commonly referred to as the Central Corridor, spans from Downtown Minneapolis and the West Bank to Lowertown, St. Paul. Within it resides nine uniquely distinct business districts, each with its own story and each with a personality as diverse as its people. From the free-spirit of West Bank to the artistic flair of Lowertown and a melting pot of cultures in between. The Green Line districts give a taste of global destinations with a local heart. On The Green Line businesses are open and much of the Light Rail construction is complete. Eat, drink, shop and play On the Green Line today!

**Wiene-wiches! (Need We Say More?)**

**Pat Starr**  
**THE WIENERY**  
414 Cedar Ave South  
(612) 333-5798  
wienery.com  
Featured on Diners, Drive-Ins & Dives!

**WEST BANK**  
ON THE GREEN LINE

**Making Minneapolis Beautiful Since 2000.**

**Alex Levine,**  
**STEADY TATTOO & BODY PIERCING**  
714 Washington Ave Southeast  
(612) 379-4455 • steadytattoo.com

**STADIUM VILLAGE**  
ON THE GREEN LINE

**A Garden of Good Eats.**

**Tech Huy & Spencer Ung**  
**U GARDEN CHINESE CUISINE**  
2725 University Ave Southeast  
(612) 378-1255 • ugardenrestaurant.com

**PROSPECT PARK**  
ON THE GREEN LINE

**Come Home to Bonnie's!**

**Bonnie Roell**  
**BONNIE'S CAFE**  
2160 University Ave West  
(651) 644-3393  
Voted Best Cafe in the Twin Cities by City Pages!

**RAYMOND CREATIVE ENTERPRISE ZONE**  
ON THE GREEN LINE

# Business Guides Very Popular



# Bus Sides - Most Impressions



# Billboards Feature Diverse Businesses



# Billboards Feature Entire Corridor





# Green Line Web Page



# Green Line Popular on Social Media



# Youtube.com/OnTheGreenLine

Browser address bar: <http://www.youtube.com/OnTheGreenLine>

YouTube Channel: **OnTheGreenLine** | [Subscribe](#) | 0 subscribers | 581 video views

Channel Description:

On the Green Line celebrates and supports all the vibrant small businesses and business districts along the Twin Cities' newest light rail line, the Green Line.

The business districts include the West Bank, Stadium Village, and Prospect Park in ...

by OnTheGreenLine	
Date Joined	Feb 15, 2013
Country	United States

Video List:

- OnTheGreenLine uploaded a video** 2 weeks ago  
**On the Green Line - Historic Rondo**  
51 views  
The Historic Rondo area merges the history of the African American Rondo community which dates back to the early to mid-twentieth century, and the current Summit-University district
- OnTheGreenLine uploaded a video** 2 weeks ago  
**On the Green Line - Raymond Creative Enterprise Zone**  
8 views  
Once known as the "West Midway" the Raymond Avenue area is enjoying a renaissance featuring live/work art spaces, sidewalk cafes and coffee shops.

[Frogtown](#)  
[Video Ad](#)

# Promote Events: Little Mekong Grand Re-Opening Celebration on April 25



Bangkok Thai Deli



Ha Tien Grocery



May's Building

# Promote Events: Taste of Stadium Village April 25



## \$ TASTE MENU

- 1 **Applebee's**  
"NEW" AMERICAN BLT OR BROWNIE BITE OR WHITE QUESO AND CHIPS
- 2 **Big 10 Restaurant & Bar**  
1/4 TURKEY, HAM OR ROAST BEEF SUB OR SMALL FRENCH FRIES OR 3 WINGS
- 3 **Bun Mi**  
SIDE OF ASIAN SLAW
- 4 **Campus Pizza**  
ORIGINAL SLIDER OR PIZZA BY THE SLICE OR FRESH CUT FRENCH FRIES
- 5 **Dairy Queen**  
MINI BLIZZARD OR SMALL JULIUS ORIGINAL OR CHICKEN STRIP WITH FRENCH FRIES AND COUNTRY GRAVY
- 6 **Dino's**  
GREEK SLIDER (MEAT, TOMATO, ONION AND SAUCE)
- 7 **Espresso Expose**  
SMALL COFFEE
- 8 **Kitty Corner**  
BANANA NUT WAFFLE
- 9 **Raising Cane's**  
CHICKEN FINGER, TEXAS TOAST & CANE'S SAUCE
- 10 **Sally's Saloon and Eatery**  
BONELESS BUFFALO WINGS
- 11 **Stub and Herb's**  
FRESH CUT FRENCH FRIES OR CHIPS & SALSA
- 12 **The Hole Sports Lounge**  
SLIDERS OR FRENCH FRIES
- 13 **The Tea Garden**  
12oz ROYAL TEAS WITH OR WITHOUT PEARLS



# Updated Campaign Messages

New. Improved. OPEN.

Open Streets. Open for Business. [onthegreenline.com](http://onthegreenline.com)



BACK TO NORMAL  
Never Looked this Good.

Open Streets. Open for Business. [onthegreenline.com](http://onthegreenline.com)



Welcome Back!

Open Streets. Open for Business. [onthegreenline.com](http://onthegreenline.com)



A new TRAIN of thought.

Open Streets. Open for Business. [onthegreenline.com](http://onthegreenline.com)



YES! We're Open!

Open Streets. Open for Business. [onthegreenline.com](http://onthegreenline.com)



It IS Easy Being Green!

Open Streets. Open for Business. [onthegreenline.com](http://onthegreenline.com)




Check Out Our  
Shiny New Streets!

Open Streets. Open for Business. [onthegreenline.com](http://onthegreenline.com)



The Dirty Work is Done.

Open Streets. Open for Business. [onthegreenline.com](http://onthegreenline.com)



# Business Census Data Changes Since March 2011

Out of over 1,400 businesses identified

Businesses	March 2011- March 2013	April 2013	Total
Opened on corridor	109	6	115
Closed on corridor	84	2	86
Moved w/in corridor	23	1	24
Moved off corridor	26	0	26

# More Information



Check out our website:

- [www.centralcorridor.org](http://www.centralcorridor.org)

Contact Central Corridor Project  
Office:

- 540 Fairview Avenue North  
St. Paul, MN 55104
- Construction Hotline: 651-602-1404
- Comment Line: 651-602-1645
- Email:  
[centralcorridor@metc.state.mn.us](mailto:centralcorridor@metc.state.mn.us)