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Marketing professional Donald Bryant, Jr. isn't just bringing his business to West Broadway Avenue in Minneapolis. He is helping other entrepreneurs create viable businesses along the corridor as well.

Bryant is sharing valuable marketing expertise with North Minneapolis community members like Jackie Williams, who later this year will bring her catering company Abundant Bistro to the 1200 West Broadway building, the latest redevelopment project from Catalyst Community Partners.

Bryant is providing pro bono support to Williams to grow her existing business and develop operational plans for a commercial rental kitchen and events center for which she will serve as general manager.

"I am able to expand my operation in North Minneapolis thanks to Don's help," Williams remarked.

Bryant is eager to help other Northside entrepreneurs like Williams and shares a vision of promoting economic empowerment for minority and local residents.

"Community members must be the primary beneficiaries of new investments into the Northside neighborhoods," Bryant said. "It's important because by serving passionately in the community through our collective efforts we believe there will be an elevation of mind-sets and income levels resulting in sustainable change."

This fall Bryant's specialty consumer products marketing and distribution company, The Alden Group, will move its headquarters to the 1200 West Broadway building.

Catalyst Community Partners is a not-for-profit 501c3 organization focused on revitalizing key commercial corridors in underperforming urban neighborhoods by developing commercial property and sustainable local businesses to increase safety, meet community needs and provide neighborhood jobs.

Catalyst is dedicated to revitalizing West Broadway, the historical, economic and social spine of North Minneapolis. To-date Catalyst has created space for nearly 50 full-time jobs on the avenue.