

Stake holding on West Broadway

Written by Ivan Phifer

Monday, 14 March 2011 16:40



The West Broadway Business and Area Coalition (WBC) is hosting a Membership Drive Kickoff Breakfast to encourage neighbors and residents to become a part of the community organization. The breakfast, sponsored by Comcast, General Mills and U.S. Bank, takes place Tuesday, March 22 from 8:30 to 9:30 am at the Northside YMCA, 1711 West Broadway in Minneapolis.

Founded in 2007, WBC is a combination of West Broadway Business Association (WBBA) and the West Broadway Area Coalition (WBAC).

“For a long time now, the WBC predecessor organization never really had a membership drive for businesses and stakeholders in the West Broadway area. This year we decided it is time to do it,” said Ron Hick, WBC Executive Director.

The WBC will also use the membership drive to highlight some of its key successes. “Over the last two years, the Façade Improvement Program has awarded nearly \$190,000 to 26 businesses to improve their store fronts,” Hick said. “We also do advocacy and public policy planning and projects such as the development of the West Broadway Alive plan. We were heavily involved in bringing the Minneapolis Public Schools headquarters to West Broadway. That’s a whole new market for the businesses in that area,” he added.

Other projects WBC has in the works are the West Broadway Social Media Promotion project and business lunches/networking events. The West Broadway Social Media Promotion encourages businesses to utilize social media and develop an online presences as a means of marketing their services and products.

“We will be able to give every business a presence on the Internet through our website,” he said. They can develop a web page, create and post coupons, and post menus. They will also receive one-on-one training on how to use Facebook and Twitter to stay in touch with their customers and find new ones,” Hick said.

The business lunches will serve as networking events for West Broadway businesses. “They will give people a chance to come together, network, raise concerns and suggest ideas on how to be more valuable to our stakeholders,” said Hick.

Hick said the WBC will also provide updates on public improvements on West Broadway and how these projects will impact area businesses. “We will talk about what this means in terms of

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construction and impacts on businesses and assessments costs,” he said.

The breakfast will include guests such as Don Samuels, of Minneapolis City Council Fifth Ward; Mike Christenson, Director of Community Planning and Economic Development; and State Senator for Legislative District 58 Linda Higgins.

To RSVP contact Ron Hick at ron@westbroadway.org or by telephone at (612) 353-5178.