

# Better. Together.

We make hope happen.  
Real jobs. Real people. Real change.  
Write yourself into this story. . .



## Transformation Plan

### Investment Required: West Broadway Ave.

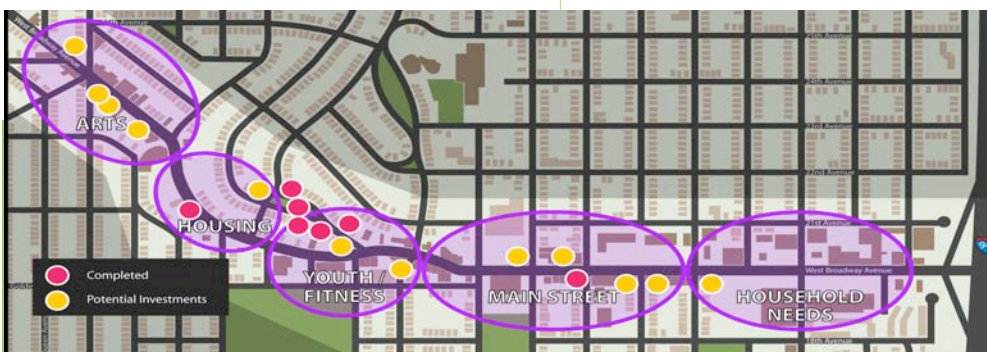
- \$40 million**     **Capital Investment**  
Completed 8; Transforming 10 more vacant properties
- \$5 million**     **Business Investment**  
Launching 12 more sustainable retail businesses
- \$2 million**     **Professional People Power**  
Leveraging 1600 hours of pro bono/volunteer services

## Catalyst Community Partners

We invite investors to help stimulate the North Minneapolis market, not subsidize it. We promote economic empowerment for minority and local residents, exceeding traditional benchmarks for community job creation and equity ownership. And we are doing it NOW.

We connect leading social investors with an opportunity to “adopt” a property development project and help create what’s possible. For 1200 West Broadway, the Pohlada Family Foundation’s investment is bringing to life a community kitchen and food business incubator. What’s your passion? Get engaged. Write yourself into this story. . .

*Better. Together.* This is where heart and soul meets bricks and mortar.



## West Broadway Redevelopment

### Return on Investment

- Economic Value = 150-240 Jobs
- Properties generating Tax Revenues
- 40-50% Minority Participation
- Triumph of Hope over Fear



# Hands-on Community Transformation

We connect professional and community volunteers with budding entrepreneurs to build the corridor, one project at a time.

Catalyst is jump-starting the local economy until investments start to flow freely in and through North Minneapolis. We are putting dilapidated buildings back in service with new retail businesses that create local jobs, wealth and services for local residents.

Catalyst is bringing together the expertise of corporate and community volunteers with local entrepreneurs to build retail businesses up and down West Broadway, North Minneapolis' main commercial corridor.

But the real transformation happens in mindsets, as new relationships are built between "neighbors" and we discover the riches of our community. *Better. Together.*

#### Catalyst Retail Enterprises Prospects

- Sit-down Restaurants
- Community Kitchen/Events Space
- Youth Gaming Arcade
- Office Products & Services
- Accessory Boutique
- Consumer Electronics Depot
- Café
- Dry Cleaners
- Florist
- Hardware, Lawn & Garden

#### Corporate Partners

- General Mills, Inc.
- Best Buy Corp., Inc.
- Target Corporation
- Pohlad Companies
- Gray Plant Mooty Law Firm

#### Community Partners

- West Broadway Coalition
- Emerge
- Northway Community Trust
- Shiloh Temple
- PCYC/Capri Theater
- WomenVenture
- LISC
- Northside Achievement Zone
- YMCA
- Peace Foundation

Community Impact = Priceless



Catalyst delivers concrete results, local prosperity, excellence and economic sustainability.

- Catalyst Northside Development
- 24-Hour Childcare Center
- Credit Union
- Coffee Shop
- Law Clinic
- 2 Homes
- Playground
- Renovated Church
- Workforce Development Center

- Office Space
- Commercial Kitchen Incubator
- Events Space (100 occupancy)
- Winner of 6 Awards of Excellence

#### Local Prosperity & Sustainability

- 100 Local Jobs Added to date
- 40-50% Minority Work Hours
- Crime Reduced; No Vandalism
- Added +400 Daytime Population

Join Us.  
Better.  
Together.