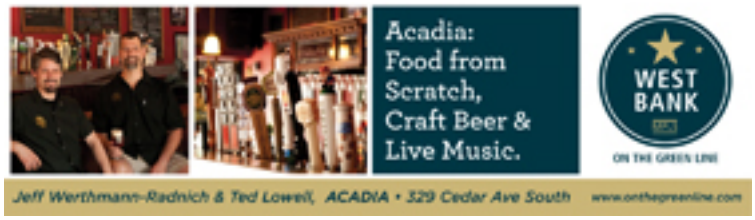

Campaign to promote the specialness and uniqueness of University Ave. businesses impacted by light rail construction

The first round of advertising to promote Central Corridor businesses affected by light rail construction began appearing last month on Saint Paul and Minneapolis billboards and Metro Transit buses.

The advertising campaign kicks off a two-year, $1.2 million initiative by the Metropolitan Council to promote businesses along the 11-mile Central Corridor during light rail construction. The rail line will be known as the Green Line. Saint Paul-based MOD & Company is conducting the ad campaign on behalf of the Metropolitan Council.

"Our goal with this ad campaign is to focus attention on the actual Central Corridor business owners, and their businesses," said Luke Soiseth, co-owner of MOD & Company. "We're emphasizing the uniqueness, specialness and excellence of businesses that Twin Cities residents will not find anywhere else in our community."

"There are outstanding businesses and business owners all along the Central Corridor, from Saint Paul to Minneapolis, so it only makes sense to feature these businesses in this campaign," said Saint Paul Mayor Chris Coleman. "I am excited to see the launch of this campaign, and the positive business results I believe it will help generate."

According to Soiseth, the advertising campaign will break up the 11 miles of Central Corridor into nine business "nodes," or districts, which will each have their own branding and advertising.

"It would be next-to-impossible to promote all 11 miles of the Central Corridor as a singular entity," Soiseth said. "By dividing the Corridor into business districts, each with their own unique attributes, features and businesses, we are essentially creating 'mini-campaigns' within one larger campaign. Over our two-year contract, we will be equally promoting businesses in each of the designated districts."

The businesses initially appearing in Central Corridor billboard and bus side advertising were selected based on input from community representatives to showcase a variety of Saint Paul- and Minneapolis-based businesses. Additional Central Corridor businesses will be featured in future advertising.

The first stage of the Central Corridor billboard and bus side advertising campaign features the following businesses:

Saint Paul businesses
Bangkok Cuisine, 432 University Ave. W., Saint Paul
Black Dog Coffee & Wine Bar, 308 Prince St., Saint Paul
Bonnie's Cafe, 2160 University Ave. W., Saint Paul
Flamingo Restaurant, 490 N. Syndicate St., Saint Paul
Glamour with New York Cuts, 446 University Ave. W., Saint Paul
Milbern Clothing, 1685 University Ave. W., Saint Paul
Ngon Bistro, 799 University Ave. W., Saint Paul
Royal Tire, 1695 University Ave. W., Saint Paul
Succotash, 781 Raymond Ave., Saint Paul
Tay Ho, 302 University Ave. W., Saint Paul
Transformation Salon, 931 University Ave. W., Saint Paul

Minneapolis businesses
Acadia Cafe, 329 Cedar Ave S., Minneapolis
Arts & Architecture, 3338 University Ave. S.E., Minneapolis
Big 10 Restaurant, 606 Washington Ave. S.E., Minneapolis
Bun Mi Sandwiches, 604 Washington Ave S.E., Minneapolis
Cupcake, 3338 University Ave. S.E., Minneapolis
Southern Theater, 1420 Washington Ave S., Minneapolis

Future parts of the Central Corridor advertising and marketing campaign will include bus shelter ads, targeted ads in mainstream and ethnic print media, social media ads, and selective radio and television ads. Additionally, the MOD Marketing Team is producing a directory and guide of Central Corridor businesses. The directory will be available in late summer in retail Central Corridor businesses.