The civil unrest following the murder of George Floyd led to a range of destruction across key cultural corridors, including Lake Street and West Broadway in Minneapolis and University Avenue in St. Paul. It could take decades to recover from this kind of damage. Minneapolis-St. Paul can be different. The physical restoration of these corridors can be a symbol of what’s possible as we address deeper issues of systemic racism and racial inequity in our communities. Immediate action is imperative. The longer we wait, the easier it becomes to do nothing.

NOW IS THE TIME. TOGETHER, LET’S RESTORE, REBUILD, AND REIMAGINE OUR COMMUNITIES.

**RESTORE //**

Ensure business owners remain operational to serve their customers.
- Remove plywood, replace windows, fix doors, negotiate with insurance companies, remove debris, etc.

Ensure anchor businesses remain in these neighborhoods. In the days following the unrest, anchor businesses in each corridor committed to rebuilding to continue serving the community.

**REBUILD //**

Assist business owners as they begin the process of rebuilding better and stronger.
- Façade improvements, enhanced security, graffiti removal, sidewalk repair, etc.

Rebuilding is community driven. We’re collaborating with various front-line organizations such as Lake Street Council, West Broadway Business and Area Coalition, and the Midway Chamber of Commerce to identify and prioritize the work in this phase.
- Mortenson offers technical expertise to assist community organizations and impacted businesses as they navigate the rebuilding process.
- Construction work will be executed by local minority-owned firms.

**REIMAGINE //**

REIMAGINE the future. Each phase builds upon itself. The work that’s accomplished as part of our Restore and Rebuild efforts will help advance the vision of community leaders as they develop a long-range plan for these vital commercial corridors.

**PROGRESS HAS BEEN MADE**

Appx. 350+ businesses assisted. $15M Estimated spent by multiple organizations.

**THERE IS STILL MUCH TO BE DONE**

The Restore, Rebuild, Reimagine Fund has been established to assist business owners in the Lake Street, West Broadway, and Midway areas.

**THERE IS HOPE IN THE FUTURE**

The nexus between community, business, philanthropy, and government is essential. Nothing is possible without the help of a broad collective of organizations and individuals.

**TEXT TO GIVE**

TEXT “REBUILD” TO 243725
Text and data rates may apply.

**CORPORATE DONATIONS**

RUSSELL BETTS - PHILANTHROPIC ADVISOR, MINNEAPOLIS FOUNDATION
RBETTS@MPLSFOUNDATION.ORG

JOIN US AS WE WORK TO RESTORE, REBUILD, AND REIMAGINE OUR COMMUNITIES.