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FOR IMMEDIATE RELEASE

mpls downtown council announces small business grant program

downtown business leaders step up to support the downtown experience, with Target and its \$1 million contribution leading the way

MINNEAPOLIS (December 17, 2020) — The mpls downtown council announced today the mpls downtown small business grant program to support small and independently owned businesses. This program will serve to support businesses who are central to the downtown experience.

To date, the grant program will provide \$1.6 million to small and independently owned businesses within the mpls downtown central business district starting in January. Eligible businesses are encouraged to apply now through January 15, 2021 by visiting mplsdowntown.com/grants. Recipients will be awarded the week of January 25th and funds will be immediately dispersed.

The mpls downtown small business grant is supported through generous contributions of the downtown business community. Companies including Target, Xcel Energy Foundation, Thrivent, and RBC Wealth Management are providing funding to support this important program, as we work together toward reanimation of mpls downtown.

“The mpls downtown small business grant program will help us preserve the vibrant ecosystem of downtown,” said Steve Cramer, president & ceo of the mpls downtown council. “It’s been a challenging year. But we believe the trajectory of 2021 will be very different and positive with this grant program getting downtown off on the right foot. This is a tremendous moment for our community, and we are thankful for Target and the business leaders who have come together to support our downtown now and into the future. We are honored to work together to ensure the experiences we all love about downtown remain.”

The program strives to provide critical support for the hospitality industry including restaurants/bars, retailers, and entertainment venues. The grant will help to support businesses during the first half of 2021, at which point, more reanimation of the work force is expected to return.

“Small businesses throughout downtown Minneapolis – including those that surround Target’s headquarters offices – contribute so much to the city and help make it such a vibrant and dynamic place to live and work,” says Target Chairman and CEO Brian Cornell. “Given the immense challenges these businesses have faced this year, we’re contributing \$1 million to the Minneapolis downtown small business grant program to help support the downtown community through these difficult times.”

Eligible businesses within the mpls downtown central business district are encouraged to apply now. Grants up to \$25,000 will be awarded to cover up to 50% of eligible expenses, including rent/mortgage, utilities, and insurance.

For the grant, the mpls downtown central business district is defined by:

- Washington Avenue to the NE
- Park Avenue to the SW
- 12th Street to the SW
- 1st Avenue to the NE

For more information on the mpls downtown small business grant program or to apply, please visit mplsdowntown.com/grants and follow [@mplsdowntown](#) on [Facebook](#), [Twitter](#) and [Instagram](#) using the hashtag #mymplsdt.

About the mpls downtown council:

Founded in 1955, and one of the most historic central business associations in the nation, the mpls downtown council (mdc) is a membership-based entity that works to create an extraordinary downtown. The mdc's collaborative developments of Intersections: The Downtown 2025 Plan was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information please, visit mplsdowntown.com.

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