

St. Paul Saints game deal aims to help Central Corridor businesses

by Bill Clements

Published: July 6th, 2011

The Central Corridor Funders Collaborative is encouraging people to buy a package deal to the St. Paul Saints game for "Zombieland Night" on Thursday — to get the word out that businesses on University Avenue are alive, despite the disturbance of light rail construction.

The package costs \$18 and includes a general admission ticket, a hat, a hot dog, a raffle ticket and a \$5 contribution to small business micromarketing grants administered by U7, a resource group helping University Avenue businesses survive the \$957 million construction project.

The Central Corridor Funders Collaborative is a group of local and national funders working with local partners "to unlock the transformative potential" of the new light rail transit line that will connect the downtowns of St. Paul and Minneapolis when it opens in 2014.

The Business Resources Collaborative (BRC), a partnership of business coalitions, nonprofit community developers and local governments and other partners, including U7, are sponsoring the Central Corridor-related activities at the St. Paul Saints game at 7:05 p.m. at Midway Stadium, 1771 Energy Park Drive, St. Paul.

Volunteers will pass out 10,000 coupon cards featuring discounts to 10 businesses along the Central Corridor at the game, which the BRC and U7 paid \$4,000 to sponsor.

The festivities will also feature a raffle for those who purchase a group ticket, which will offer the chance to win prizes from University Avenue businesses.

To buy tickets for this event, go to saintsgroups.com and enter the group password: zombie.

Complete URL: <http://finance-commerce.com/2011/07/st-paul-saints-game-deal-aims-to-help-central-corridor-businesses/>