



Grand Avenue "Open for Business" Support Campaign

The City of Saint Paul, Grand Avenue Business Association (GABA), and the Macalester-Groveland Community Council (MGCC) are combining efforts to help businesses survive and thrive through the Grand Avenue Reconstruction project.

Through our community engagement efforts we have heard that businesses would welcome a coordinated campaign to encourage people to visit Grand Avenue businesses during construction. We would like to help and are offering a few strategies.



Construction Crawl Card

What is the Construction Crawl Card?

Participating businesses decide on a deal or promotion to be advertised online and in print. We will design and print a "Construction Crawl" card that customers can show to redeem the promotion. The card will be available in print and digitally online.

What will this cost my business?

Besides providing a promotional deal/discount, there is no charge to participate. This is free for you!

What does my business need to do?

- If your business is interested in participating, please send us your business logo and/or name, dates for your promotion (can go all the way until October 31, 2025), and your promotional offer (example: 5% off total purchase of \$15 or more).
- If you are not interested in offering a sale or promotion, but would like to help spread the word with this coordinated campaign, please email us. We will send you the online link and promotional materials so you can share on your social media and website.
- We are planning to create a map showing ALL business in the project area, if you would like to opt out of being included on the map, you **MUST** let us know.

To participate on the Construction Crawl Card, help with promotions, or to opt out of being included on the business map, email David Almaer, communications consultant, by **noon on Monday, July 21: dalmaer@zanassoc.com**.



We want to help Grand Avenue businesses thrive during construction!



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We are also offering the following coordinated business support strategies.



Coordinated sale

We are looking to coordinate a site-wide sale the first week of August to drive more traffic and visibility to local businesses! We would need enough businesses who are willing and able to participate in this event. Please reach out to David Almaer at dalmaer@zanassoc.com to confirm your interest by **noon on Monday, July 21**.



Paid social media campaign

A paid social media campaign, coordinated by MGCC and GABA, will help spread the word about the Construction Crawl Card and the coordinated sale. Keep an eye out for fun, engaging posts to share and retweet promoting local businesses and encouraging participation!

For more information and questions about the Grand Avenue business support campaign, contact David Almaer, communications consultant: dalmaer@zanassoc.com, 763-607-3636

Need this translated? Call us at 651-266-6100. ¿Necesita esta traducción? Comuníquese con nosotros al 651-266-6100. Ma u baahan tahay tarjamadaan Nago soo wac 651-266-6100. Xav tau qhov no txhais los? Hu rau peb ntawm 651-266-6100.