



**CITY OF SAINT PAUL**  
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## **National Retail Investors Select Greater Frogtown for ‘Dealmaking’ Push**

SAINT PAUL – Dale Street around University Avenue in Frogtown is one of five areas in the nation that will receive national help developing retail shopping along the corridor.

The Local Initiative Support Corporation (LISC) and the International Council of Shopping Centers (ICSC) recently announced the five communities that will participate in their Applied Training in Retail Attraction and Dealmaking. They include New York City, Detroit, Philadelphia, Jacksonville, and the Greater Frogtown Community Development Corporation in Saint Paul. The goal of the program is to pair LISC-supported community organizations with the deep data analysis and retail connections of ICSC partners to bring new retail opportunities into urban neighborhoods.

“Frogtown is a vibrant neighborhood that is poised for a renaissance. From the Rondo Community Library to Invest Saint Paul to the Central Corridor, we are working hard to tap into the energy of the community,” said Mayor Chris Coleman. “The city is putting the right pieces in place in the corridor for successful retail development, and we are excited to take advantage of this program to tap into national research and bring new business to the Frogtown community.”

“This is an exciting opportunity,” said Saint Paul Ward 1 Councilmember Melvin Carter III. “The Retail Attraction and Dealmaking program aligns well with the neighborhood’s needs and empowers our community for development that is inclusive, fosters hope, and generates economic vitality.”

As part of the training, the Greater Frogtown CDC will have access to a professional retail consultant and specific demographic analysis to find the right matches for the area. Once specific types of business needs and markets are identified, the team will pair participants with specific retail investors and business opportunities to close the deal for their target community. The training culminates in dealmaking sessions at the ICSC international convention in Las Vegas in May.

Because of market shifts, LISC and ICSC are giving urban neighborhoods more focus to capitalize on their assets, such as residential concentration and existing traffic and mass-transit options like those that exist in Saint Paul’s Frogtown neighborhood.

“The Dale Street corridor is a perfect test for this initiative,” said Steve Boland, executive director of the Greater Frogtown Community Development Corporation. “We are already in partnership with the Neighborhood Development Center, Model Cities, and Aurora Saint Anthony Neighborhood Development Center to begin a new project at the northeast corner of Dale and University. Bringing new investors into our neighborhood will help us continue the growth of small-businesses along Dale Street and in the rest of our neighborhoods, and help us create the right mix of opportunity and jobs that grow better housing.”

For more information on the Greater Frogtown CDC’s participation in LISC/ICSC’s Retail Attraction and Dealmaking training, contact Boland at 651-789-7486 or [steve@greaterfrogtownCDC.org](mailto:steve@greaterfrogtownCDC.org). More information on the Greater Frogtown CDC is on the Web at [www.greaterfrogtownCDC.org](http://www.greaterfrogtownCDC.org). More information on LISC and ICSC is available on the Web at [www.lisc.org](http://www.lisc.org) and [www.icsc.org](http://www.icsc.org).

**A press conference announcing Greater Frogtown CDC’s selection into the Retail Attraction and Dealmaking initiative will be 11:15 a.m. Tuesday, Feb. 12, at the Greater Frogtown CDC offices at 533 Dale Street North in Saint Paul.**

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