

Contact Us

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South Central Light Rail Extension

Valley Metro Business Assistance Programs & Partners



Voter approved
PHX
7/2050



South Central Light Rail Extension

ABOUT THE PROJECT

The South Central Light Rail Extension will connect with the current light rail system in downtown Phoenix and operate down Central Avenue south to Baseline Road. The project includes a transfer hub in downtown Phoenix. The expansion adds new stations, track and art elements to the corridor.

In January 2016, the Phoenix City Council approved advancing the opening date of the South Central Light Rail Extension from 2034 to 2023. The advancement is funded through Transportation 2050, a 35-year multi-modal transportation plan approved by Phoenix voters in August 2015.

About the Business Assistance Program

It is a priority for Valley Metro and the city of Phoenix to support businesses during the planning and construction of the South Central Light Rail Extension. A variety of free business assistance programs are available to provide resources to keep businesses well-positioned during construction.

VALLEY METRO PROGRAMS Business Assistance

Business owners are encouraged to utilize Valley Metro's resources to help plan and prepare for success during construction.



Community Outreach Team

Valley Metro's Community Outreach Coordinators keep the community informed of construction progress and assist with construction-related concerns. The Valley Metro Business Assistance Coordinator works one-on-one with businesses to provide support during construction. Valley Metro has staff available 24/7 to answer questions from business owners and to respond rapidly and effectively to any emergencies that may arise from construction.

South Central Community Office

The office is located at 5040 S. Central Avenue. It offers community members and business owners an opportunity to visit with project staff, ask questions to learn more about the extension or get more information on upcoming business assistance programs. For office hours and activities visit valleymetro.org/southcentral.

Business Access Signage

Valley Metro is committed to maintaining business access throughout construction. Collaboration with businesses will take place throughout the construction process to maintain business access. Business access signage with personalized business names will also be provided to help direct customers.

Multimedia Marketing Campaigns

Businesses along the construction corridor can choose to be featured in marketing flyers that are distributed to over 14,000 local addresses and available online.

Shop On Rewards Program

The Shop On rewards program offers an incentive for the public to visit businesses during construction. To participate, a business along the future light rail line must offer a discount or incentive to its customers. Valley Metro promotes the discount online, in print and on social media. For more information, visit valleymetro.org/shopon.

CITY OF PHOENIX BUSINESS ASSISTANCE PROGRAM



The City of Phoenix is committed to providing NO COST support to Phoenix businesses along the South Central Light Rail Extension.

Markus Coleman
602.558.1729
phoenix.gov/econdev/small-business

Transit Oriented Development Grant

Business owners will be offered the opportunity to work with experienced consultants prior to construction, as made possible by the Transit Oriented Development Grant sponsored by the Federal Transit Administration.

Business Review Process:

- One-on-one meetings
- Needs assessment
- Develop a business assistance plan

Services Provided:

- Accounting and bookkeeping
- Marketing and website development
- Finance and loan packaging
- Information systems
- Human resources and procurement
- Building façade renovations
- Leverage community resources

BUSINESS ASSISTANCE PARTNERS

A Business Assistance Resource Calendar will be made available every month and will feature local resources offered through our partners.

Arizona Small Business Development Center (AZSBDC)



Jeff Swenson
480.784.0590
azsbdc.net

Arizona Small Business Development Center offers many services and programs to successfully grow businesses.

For support during construction, AZSBDC offers the following services:

- One-on-one advising
- Training workshops

Friends of Transit

David Schwartz
602.818.1024
friendsoftransit.org



Friends of Transit is a grassroots nonprofit that serves to educate the Greater Phoenix community on the benefits and importance of a well-designed and accessible mass transit system as part of a balanced regional transportation plan. During light rail construction, Friends of Transit has supported local businesses by sponsoring an event series known as Friends of Transit Tuesday. Friends of Transit Tuesday is a lunch program that incentivizes a local restaurant in the light rail construction area to offer a \$5 lunch discount to the first 100 customers. Lunch attendees also have the opportunity to win gift cards to other local South Phoenix businesses.

Greater Phoenix SCORE

Jay Gladney
623.760.5697
jay.gladney@scorevolunteer.org
greaterphoenix.score.org



Greater Phoenix SCORE (GPS) has over 70 experienced business mentors available to assist business owners to identify and exploit opportunities to mitigate light rail construction impact and take advantage of the impending changes to become stronger. GPS provides individualized support through one-to-one mentoring. GPS will assist with business planning, identifying and applying for financial or other assistance and will support business networking and other communications. GPS will be working in close cooperation with the other members of the Business Assistance Team, especially the Black Chamber of Arizona.

Maricopa County Assessor's Office

Tracy Johnston
602.372.9213
mcaassessor.maricopa.gov



Under the Light Rail Valuation Relief Program, eligible property owners could receive partial property tax relief during light rail construction. Call to find out if your business qualifies.

Raza Development Fund, Inc.

Guadalupe Gomez
602.417.1407
lgomez@razafund.org



RDF is a Community Development Financial Institution (CDFI) certified by the U.S. Treasury and providing funding to small businesses for:

- Expansions
- Equipment loans
- Working capital
- Real estate lending

Serving the community for the past 20 years!

Black Chamber of Arizona

Robin Reed
602.307.5200
blackchamberaz.com



The objective of Black Chamber of Arizona is to assist entrepreneurs in accessing capital funding through financial training and advanced certifications that allows the business to qualify for traditional and nontraditional funding.

Many small businesses struggle to qualify for loans due to poor or no credit, lack of collateral, weak cash flow and lack of preparation. This program aims to provide the information needed to give business owners the advantage at the time of applying for a loan.

U.S. Small Business Administration

Arizona District Office

Delia Gomez
602.745.7200
sba.gov

- Technical, financial, contracting, education and disaster assistance
- Small business advocacy and special interests
- Guidance with civil right compliance
- SBA Loan Clinic: 1st Wednesday of every month at 9 a.m. at the District Office.



LEGEND

- Valley Metro Rail/Station
- South Central Light Rail Extension
- Capitol/I-10 West Extension Locally Preferred Alternative
- Proposed Platform
- Proposed Park-and-Ride
- Potential Traction Power Sub Station Area (TPSS)