

Ours is a society built on branding. While brands can help us shop more efficiently and perhaps occupy a place in our minds, truly great brands “promise an experience.”

A relatively new area of in the field involves the branding of commercial corridors. For example, District del Sol in St. Paul's West Side identifies that corridor as the Twin Cities's center of Latino culture and commerce. Eat Street in Minneapolis captures the essence of Nicollet Avenue's concentration of diverse restaurants.

The Rice Street Commercial Corridor has been and will be continuing to make a number of positive changes in the next year. With those changes in mind, we are in the process of defining the Street's brand—its heart and soul—and would love your input!

Your honest answers to the following questions will help us to successfully brand the Rice Street Commercial Corridor.

1. Someone asks you *“What’s it like up on Rice Street?”* How would you describe the Rice Street experience?
2. What are the *best* things about living and/or working on or near the Rice Street Commercial Corridor?
3. What is your vision for Rice Street in the future?
4. On the back, we'd love to see your sketches of any images, places and/or people which represent living and working on Rice Street. **Thanks!** .