

Phalen Corridor Initiative
(11:29)

Fade in

1. Helicopter flyover; insert animated opening title:

Phalen Corridor Initiative

Music—full; SFX (helicopter)—under

Curt Milburn—VO (about :14):
Just northeast of downtown St. Paul lies a narrow corridor of land on either side of railroad tracks—the Phalen Corridor. About a mile wide and three miles long, the corridor stretches from the nexus of I-94 and I-35E on one end to the Maryland Avenue-Prosperity area on the other.
2. Curt Milburn on camera at 7th and Atlantic site; insert CG title:

Curt Milburn
Phalen Corridor Initiative

Curt Milburn—on camera (05:15:46-05:15:58—:12):
Economic development is one of the major objectives of the Phalen Corridor Initiative, a broadly-based effort involving government, business, and private citizens to breathe new life into the area.
3. Williams Hill sequence from ground.

Curt Milburn—VO (about :08):
The western gateway to Phalen Corridor—fully visible to passing motorists along I-35E—is the 25-acre heap of highway rubble known as Williams Hill.
4. Ken Johnson on camera; insert CG title:

Ken Johnson
Executive Director, St. Paul Port Authority

Ken Johnson—VO (04:03:30-04:03:42—:12):
Over the next...in good-paying jobs.
5. GFX—animated leveling of Williams Hill and creation of

Curt Milburn—VO (about :10):
And while specific plans are still in the

- Chair, Phalen Corridor Initiative
12. Norm Coleman on camera; insert CG title: *Norm Coleman (03:05:27-03:05:43—:16):*
In talking about the Phalen Initiative...job creators.

Mayor Norm Coleman
St. Paul
 13. Gary Unger on camera. *Gary Unger (01:27:30-01:27:32—:02):*
This was the old Griffiths Wheelworks.
 14. Historic photo—Griffiths Wheelworks. *Gary Unger—VO (01:28:20-01:28:30—:10):*
A lot of train wheels...back to work again.
 15. Gary Unger on camera. *Gary Unger (01:27:33-01:27:52—:19):*
You know, so many people...where did all our jobs go?
 16. Bruce Vento on camera; insert CG title: *Bruce Vento (01:07:15-01:07:23—:08):*
When I go down this path...the brewery.

Rep. Bruce Vento
D-Minn., 3rd District
 17. Steve Trimble on camera; insert CG title: *Steve Trimble (09:11:15-09:11:20—:05):*
There have been a large variety of different groups...over the last 150 years.

Steve Trimble
Historian, Metro State University
 18. Historic photo—Italians. *Steve Trimble—VO (09:11:20-09:11:26—:06):*
After the Swedes...1920.
 19. Historic photo—Mexicans. *Steve Trimble—VO (09:11:32-09:11:40—:08):*
Behind them came...through the 1950s.
 20. Historic photo—other businesses. *Steve Trimble—VO (09:17:24-09:17:31—*

- :07):
When the railroads came in the 1870s...and ship out material.
21. Historic photo—railroad. *Steve Trimble—VO (09:07:49-09:07:54—:06):*
The nearby railroad shops...for the people here.
22. Historic photo—3M. *Steve Trimble—VO (09:17:49-09:17:52—:03):*
3M eventually came here...because of the railroad nearby.
23. Historic photo—breweries. *Steve Trimble—VO (09:18:47-09:18:50—:09):*
The most famous...Hamm’s Brewery, of course.
24. Steve Trimble on camera (first part of this bite to be covered by photos). *Steve Trimble (09:19:49-09:20:12—:23):*
Many of the executives...worked at the brewery.
25. Phalen cleanup sequence (nat/sot bridge?). *Curt Milburn—VO (about :09):*
On a sunny warm day in April, people come together along the eastern edge of the Phalen Corridor, near 7th and Atlantic.
26. GFX—“Post It” effect: Jean Jansen and daughter Amy on camera with cleanup b-roll. *Jean Jansen (03:23:39-03:23:52—:13):*
I came out here...Phalen Corridor project.
27. GFX—“Post It” effect: Chou Lee on camera with Hmong woman with cleanup b-roll. *Hmong woman and Chou Lee (03:21:52-03:22:00—:08):*
[first, woman in Hmong]...Phalen Corridor.
28. GFX—“Post It” effect: Wally Nippolt on camera with cleanup b-roll. *Wally Nippolt (03:24:41-03:24:48—:07):*
I saw it in...helping out the community.

29. GFX—"Post It" effect: Jean Jansen and daughter Amy on camera with cleanup b-roll. *Amy Jansen (03:24:01-03:24:06—:05):*
There's a lot of garbage...not a lot of people to do it.
30. GFX—"Post It" effect: Wally Nippolt on camera with cleanup b-roll. *Wally Nippolt (03:25:24-03:25:26—:02):*
Once an East Sider, always an East Sider.
31. Cleanup sequence. *Curt Milburn—VO (about :13):*
People who wouldn't ordinarily mingle...working together to accomplish a goal—to make this little corridor through St. Paul's east side a bit better for everyone.
- Dan Bostrom—VO (01:16:26-01:16:41—:15):*
This is really an unusual group...greatest good.
32. Dan Bostrom on camera. *Dan Bostrom (01:16:01-01:16:08—:07):*
It's one of those grand things...and happened.
33. Drive-along shots. *Curt Milburn—VO (about :17):*
The area in and around the Phalen Corridor has lost 2-thousand jobs in the past 20 years...unemployment is as high as 17-percent...median income is lower and more people are in poverty than for the city as a whole.
34. Donovan Cummings on camera; insert CG title:
Donovan Cummings
District 4 Community Council *Donovan Cummings (01:11:40-01:11:50—:10):*
We just need to have some jobs...here in St. Paul.
35. Xavier Escobedo on camera (but cover second part of bite with cabinet shop sequence); insert CG *Xavier Escobedo (07:17:38-07:18:01—:23):*
The Job Bank is designed to serve...lack of

- title: a work history.
- Xavier Escobedo
Coordinator, East Side Job Bank
36. GFX—"Post It" effect: Joseph the cabinetmaker on camera over b-roll of cabinet shop. *Joseph the cabinetmaker (08:26:04-08:26:12—:08):*
I'm really happy...practically.
37. Making kitchen cabinets in shop. *Joseph the cabinetmaker—VO (08:21:14-08:21:30—:16):*
We're in Mylinger's...it's really good.
38. Jim O'Keefe on camera; insert CG title: *Jim O'Keefe (08:09:19-08:09:29—:10):*
We've been in business...additional space.
- Jim O'Keefe
O'Keefe Cabinet and Fixture
39. Dan Bostrom with Norm Coleman at Phalen Village parking lot; scene continues with nat/sot under. *Music bridge—full then under*
Dan Bostrom (:06):
It used to look like Huck Finn...
Curt Milburn—VO (about :09—including next VO segment):
At the eastern end of Phalen Corridor is Phalen Village...
40. GFX—Phalen Village returns to be a wetland. ...a failed shopping center long since gone to seed—built on a wetland that neighborhood booster want to see reclaimed once again.
41. Pam Wheelock on camera (begins as VO so that previous scene can build properly); insert CG title: *Pam Wheelock (08:17:01-08:17:37—:36):*
It has been a real struggle...and for the businesses.
- Pam Wheelock
Director, St. Paul Planning &

Economic Development

42. Chou Lee on camera; insert CG title:
Chou Lee
Community Organizer, District 2
Community Council
Chou Lee (03:16:17-03:16:27—:10):
I think you have the potential...of the neighborhood.
43. Pam Wheelock on camera.
Pam Wheelock (08:18:14-08:18:28—:14):
And so we're taking...along a commercial street in the neighborhood.
44. Bruce Vento on camera.
Bruce Vento (01:06:30-01:06:44—:14):
We're trying to correct mistakes...tax-paying properties.
45. Curt Milburn on camera at Phalen Shopping Center; insert CG title—scrolls up screen right:
Neighborhood Development
Curt Milburn—on camera (05:20:17-05:20:25—:08):
Another key objective of the Phalen Corridor Initiative is neighborhood development—and that means making this area a nicer place to live.
46. GFX—"Post It" effect: Woman #1 on camera over b-roll of neighborhood.
Woman #1 (11:34:54-11:35:00—:06):
The East Side used to be...gone down hill.
47. GFX—"Post It" effect: Woman #2 on camera over b-roll of neighborhood.
Woman #2 (11:33:20-11:33:25—:05):
We pick up needles...take the needles.
48. GFX—"Post It" effect: Woman #3 on camera over b-roll of neighborhood.
Woman #3 (11:26:10-11:26:15—:05):
We're afraid for our kids...all that stuff.
49. GFX—"Post It" effect: Woman #4 on camera over b-roll of neighborhood.
Woman #4 (11:37:11-11:37:15—:04):
People are afraid...shouldn't be that way.
Curt Milburn—VO (about :10):
From elected official to community

- organizer, those involved in this revitalization effort believe neighborhood development and economic development go hand-in-hand.
50. Gladys Morton on camera; insert CG title:

Gladys Morton
St. Paul City Council, Ward 7

Gladys Morton (02:17:20-02:17:26—:08):
It’s an opportunity to clean...come back to live.
51. Residential area.

Curt Milburn—VO (about :04):
Several neighborhoods lie within the Phalen Corridor or along its edges.
52. Angela Budzius on camera; insert CG title:

Angela Budzius
President, District 5 Community Council

Angela Budzius (04:18:02-04:18:16—:14):
We’re looking for a real...a lot of character.
53. Neighborhood sequence.

Angela Budzius—VO (04:16:57-04:17:11—:14):
We’re looking forward...to come in.

Gladys Morton—VO (02:21:48-02:21:57—:09):
It is going to make...to be and to work.
54. GFX—“Post It” effect: Pam Wheelock on camera over b-roll of neighborhood.

Pam Wheelock (08:18:59-08:19:23—:24):
We really believe there’s a strong synergy... business in the neighborhood.
55. GFX—“Post It” effect: Norm Coleman on camera over b-roll of neighborhood.

Norm Coleman (02:27:01-02:27:34—:33):
The Phalen Corridor Initiative is about urban vitality...respect of the environment.
56. Curt Milburn on camera—Williams Hill.

Curt Milburn—on camera (04:25:21-04:25:34—:13):

Economic development...neighborhood development...jobs development—the objectives of the Phalen Corridor Initiative won't be realized overnight, or even next year. But when they are, this will be a much different area than the area you see today.

57. Closing sequence—scenes from cleanup and other b-roll showing citizens (about :25); insert CG credits:

Music—full, then out

Thanks to All Who Participated in
This Project

Minnesota Historical Society

Written and Produced by
Ken Green

Directed by
Greg Mansur

Field Production and Editing by
Juntunen Video, Inc.

Graphics Animation of Williams Hill
Macro Media, Inc.

Graphics Animation of Phalen
Village
Greka Media Group

Funded by
3M Community Affairs

Fade out