

MARKETING THE NORTHSTAR VILLAGE AND BIG LAKE MARKETPLACE



COURSE INSTRUCTOR

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PROJECT LEAD

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Northstar Commuter Rail Line
(Photo by Metro Transit)

OVERVIEW

- The City of Big Lake developed plans for a transit-oriented development at the Northstar Commuter Rail Line stop in Big Lake, with the goal of supporting an office park, businesses, and apartment buildings; the City also developed plans for the Big Lake Marketplace, a mixed commercial and industrial area.
- However, neither is growing as desired.
- Students will conduct a market study and develop a marketing plan for both the Northstar Village and the Big Lake Marketplace.