



# One Minneapolis Fund

## 2014 Annual Outcomes Report

October 2016  
Neighborhood and Community Relations Department

## Executive Summary

The One Minneapolis Fund was created in 2013 to provide community-based nonprofit organizations with the ability to support diverse leadership development and community engagement in the City of Minneapolis. Funded programs are meant to increase the number of residents from underrepresented groups on Minneapolis boards and commissions, involved in policy making decisions, and in neighborhood and community organizations. The One Minneapolis Fund is based on the philosophy that when residents are informed, connected to their community, and feel represented in City government; they are empowered to influence decisions that impact their lives.

In the second year of the program, available grant funds were expanded to \$80,000, which allowed the number of funded projects to grow from three to seven. In April 2014, grant applications were received from twenty five non-profit organizations. A committee of the Neighborhood and Community Engagement Commission (NCEC) reviewed all applications and made funding recommendations to the City Council. In July 2014, grants for the seven projects were approved, all of which were underway by July 2014 and completed in the summer of 2015.

The projects supported by the One Minneapolis Fund in 2014 advanced the City's goal of creating an equitable, inclusive and engaged community. Through events, trainings and advocacy campaigns, more than three hundred Minneapolis youth and adults were directly engaged. Project participants developed leadership skills, gained a better understanding of how to navigate and participate in City government, contributed to policy change and have taken on leadership roles within the City.

As a result of targeted recruitment and trainings offered in multiple languages, thirteen people of color submitted applications to Minneapolis boards and commissions, seven of which were appointed. To ensure the success of new appointees, the Lake Street Council (LSC) who led this effort, provided orientations and ongoing assistance. In addition, the Lake Street Council (LSC) expanded their own board, adding two entrepreneurs of color.

Through the advocacy campaign of Appetite for Change, two new city ordinances were passed. The ordinances created a requirement for corner stores and gas stations to carry staple foods like fresh fruit, meats and dairy, and increased the number of days urban farmers were allowed to host market gardens.

Appetite for Change was also selected as one of ten organizations selected from across the county to be part of a cohort of Good Food Advocates brought together in 2015 by the Union of Concerned Scientists. The cohort met in Louisville, KY to discuss food justice and equity in our food system. The cohort met again in Washington D.C in September 2015 for two days of advocacy training and meeting with White House staff and USDA top officials.

The One Minneapolis Funds also supported activities for youth to gain work experience. Both Appetite for Change and YouthCare incorporated youth employment in their projects, with twenty seven youth employment opportunities created.

# 2014 One Minneapolis Fund

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## **Program**

\$80,000 in available funds resulted in 7 projects receiving grants

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## **Trainings and workshops**

Over 15 trainings and workshops held, focusing on leadership development and civic engagement

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## **Boards and Commissions**

13 people of color applied to a Minneapolis board or commission, resulting in 7 new appointments

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## **Youth Development**

62 diverse youth participated in over 105 activities to improve leadership and civic engagement skills. 27 youth employment opportunities created

## **Residents Engaged**

318 diverse residents participated in some capacity. 5,000 residents surveyed

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## **Meetings and Events**

Over 20 meetings and events held to inform residents and provide opportunities for their voices to be heard

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## **Policy Change**

Supported 2 new city ordinances as a result of the advocacy efforts of project participants

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## **Health and Wellness**

YouthCare partnered with the University of Minnesota Extension Cooking Matters, to provide youth with the opportunity to learn to cook a healthy meal each week and take home groceries to make the meal for their families

## Overview of Projects

Seven projects were funded in the second year of the One Minneapolis Fund. Each project is briefly described below. A more extensive description of each project is included in the attached reports submitted by the grantees<sup>1</sup>.

### **Appetite for Change Inc. - \$15,000**

Appetite for Change (AFC) created the Good Food Advocacy Campaign (GFAC), which is a subproject of the Fresh Corners work that Appetite for Change began in 2013. The GFAC is a leadership development and community building effort for food leaders and community-based organizations in Minneapolis who are working together to create an equitable food environment that builds health, wealth and social change in the City.

### **Asian Media Access - \$15,000**

The Asian Media Access (AMA) P.E.N.N. Project (Places for Entertaining, Networking and Nurturing) is an innovative place-based initiative. The project engaged underrepresented communities in leadership roles, to develop an economic development scan and action plan for North Minneapolis, with a special focus on the Penn and Plymouth corridors.

### **Council on American Islamic Relations - \$10,000**

The Council on American Islamic Relations (CAIR-MN) worked to empower the American Muslim community to assert their legally protected civil rights, encourage participation in political and social activism, ensure fair and accurate portrayal of Islam and Muslims in the media, and build bridges of understanding with the greater Minnesota community. CAIR-MN provided training on voter registration, leadership development and civic engagement to Muslims in Minneapolis. The primary goal of the project was to remove barriers and increase civic participation among currently under engaged groups.

### **Lake Street Council - \$15,000**

The Lake Street Council (LSC) partnered with the Latino Economic Development Center (LEDC) and the Minneapolis YWCA to host meetings with City officials, provide trainings on leadership and applying for boards and commissions, as well as provide one-on-one technical assistance to entrepreneurs of color and immigrant owned businesses. The goal of these activities was to prepare participants and provide opportunities for them to participate in local policy decisions, affect policy outcomes, and to assume local leadership positions.

### **Twin Cities Media Alliance - \$10,000**

The Twin Cities Media Alliance (TCMA) North Minneapolis Media Literacy Campaign engaged underrepresented North Minneapolis residents in free trainings around various media outlets. These media literacy trainings focused on providing participants with the skills needed to create a shift in how North Minneapolis is portrayed in the media, and support the City's desire for more diverse and inclusive leadership and engagement, where all communities are valued and heard.

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<sup>1</sup> It is important to note that One Minneapolis Fund grants often go to organizations with limited capacity, therefore their ability to report on the work they accomplish is limited at times.

### **YouthCare - \$10,000**

The YouthCare After School Leadership Development program was created to provide Camden area youth with after school leadership development, civic engagement and social activities. Activities include leadership workshops and trainings, outdoor skill building activities and focus area development sessions that focused on Health and Wellness, Teen Tech and Arts and Culture.

### **Voices for Racial Justice (formerly the Organizing Apprenticeship Project) - \$5,000**

Through a series of knowledge exchange events designed to develop community leadership for racial equity across Minneapolis, this project worked to bring underrepresented voices to city policymaking. The events provided training and an opportunity to gather critical and generative feedback from Equity Action Leaders.

## **Project Outcomes**

### **Appetite for Change Inc. (AFC)**

Through the leadership development, community building and civic engagement activities of Appetite for Change, the Good Food Advocacy Campaign has resulted in identifying and training 7 new food ambassadors and supporting 9 urban growers. All participants were African American. The program also created policy change by being instrumental in the passing of 2 new city ordinances, and AFC was one of 10 organizations selected from across the county to be part of a cohort of Good Food Advocates brought together in 2015 by the Union of Concerned Scientists.

- Engaged 31 youth through trainings in community organizing.
- Provided employment opportunities to 21 youth.
- Worked to pass the ordinance that increased the number of days in the growing season that urban farmers could host market gardens on site.
- Provided leadership, including 2 youth leaders, that was instrumental in passing the Staple Food Ordinance which now requires corner stores and gas stations to carry a certain number of varieties and quantities of fresh fruits and vegetables, and other staple foods, like meat, grain, dairy, etc.
- Secured larger scale funding to support AFC's work.

### **Asian Media Access**

The Asian Media Access P.E.N.N. project engaged 5,000 North Minneapolis residents while conducting neighborhood surveys around the Penn and Plymouth corridors and developing a comprehensive, cross cultural and multi-lingual Road Map. The Road Map identifies resources such as locations of empty lots, businesses, amenities, neighborhood events, and includes quick studies of various types of economic clusters. These cluster studies allow AMA to focus on the existing and emerging clusters in the area<sup>2</sup>.

- Invited 100 underserved community members to submit business ideas with initial funding needs, to be integrated into selected market clusters and evaluate the Economic Impacts of each plan

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<sup>2</sup> NCR staff was unable to verify all project outcomes for Asian Media Access.

- Held a summit on community development around Penn & Plymouth Ave at the Urban Research and Outreach Community Engagement (UROC) center, to discuss economic development with a focus on industry cluster selections.
- Hired Mai Lee Yang as Community Outreach Coordinator, to attend community and transit meetings for suggestions and feedback on Plymouth and Penn Corridor
- Worked with UROC and two graduate students from the University of Minnesota's CURA office, to update UROCs North Side Asset Mapping website, making the map interactive and adding the ability for North Side residents to access the map.

### **Council on American Islamic Relations (CAIR-MN)**

CAIR-MN was able to empower the American Muslim community in Minneapolis by providing 2 civic engagement trainings for adults and youth, hosting 3 events focused on voter education, registration and civic engagement, and reaching out to over 40 mosques and Muslim organizations to ask them to encourage their congregation to vote. The project created systemic change by encouraging the State of Minnesota to make more documents available in the languages of their constituents.

- Registered 50 people to vote during the CAIR-MN Voter Registration Drive at the Twin Cities Day of Dignity.
- Hosted a Voter Education Forum at the Abubakr Assadiqq Islamic Center featuring Muslim civic leaders including Brooklyn Park Charter Commissioner Nausheena Hussain, Minneapolis School Board Member Mohamed Nur and Congressman Keith Ellison.
- Participated in the first ever National Muslim Advocacy Day on Capitol Hill in Washington D.C., where over 280 delegates gathered from more than 20 states to meet with elected officials and congressional staffers
- Partnered with the Secretary of State's Office to translate its "The Three Branches of MN State Government" document into Somali.

### **Lake Street Council**

The Lake St. Council Worked to develop a pipeline of leaders of color and immigrant leaders for greater involvement in decision making in the City of Minneapolis and local organizations. These efforts resulted in 7 entrepreneurs of color appointed to Minneapolis Boards and Commissions, including 4 Special Service District appointees, 1 Arts Commission appointee, 1 Police Oversight Review board appointee and 1 Workforce Council appointee. Additional outcomes include:

- 60 entrepreneurs of color voiced their opinion about equity issues to elected officials at hearings, meetings, and other opportunities arranged by Lake Street Council and LEDC
- Hosted 16 meetings and tours in which small business owners met with City officials and shared their experience to inform policy and procedure
- Provided 2 trainings on applying for Boards and Commissions in two languages, attended by 48 individuals.
- Provided 1 leadership training in Spanish (LEDC).
- Recruited and prepared 14 individuals (including Latino, Somali, and African-American applicants) who submitted 13 applications for Minneapolis Boards and Commissions, exceeding the initial goal of 7 applicants.
- Provided orientations and assistance to new appointees.
- Expanded Lake Street Council leadership by adding 2 entrepreneurs of color to their Board of Directors.

- Provided one-on-one technical assistance to targeted entrepreneurs on reading and creating budgets, preparing to speak at a hearing or meeting and how to lobby your Council Member or the Mayor's office for appointment to a Board or Commission.

### **Twin Cities Media Alliance**

The Twin Cities Media Alliance partnered with community groups and recruited five highly qualified media professionals to host workshops around five different media modules. The workshops focused on photography, news reporting, blogging, video production and social media<sup>3</sup>.

- Held 10 workshops, with 16 people of diverse backgrounds (African American, East African, Asian American and Caucasian), many of whom attended multiple workshops.
- Developed a process in partnership with the editor of the Daily Planet to teach participants the key elements of production news articles.

### **YouthCare**

Throughout the course of the school year and summer, 31 North Minneapolis youth participated in over 105 activities focused on leadership development, communication skills and civic engagement.

- Worked with youth to plan and lead a lock-in for over 125 teens at the North Community YMCA.
- Supported youth in developing a presentation for the YouthCARE Board of Directors Meeting.
- Provided 7 youth with summer employment.
- Carried out Focus Area Sessions with participants to develop skills in Health and Wellness, Teen Tech and Arts and Culture.
- Partnered with teen groups at the Walker Art Center and Minneapolis Institute of Arts.
- Conducted learning sessions on how to access the local Nice Ride bikes.
- Partnered with the University of Minnesota Extension Cooking Matters to provide youth with the opportunity to learn how to cook a healthy meal each week and then take home groceries to make the meal for their families.

### **Voices for Racial Justice (formerly the Organizing Apprenticeship Project)**

Due to staffing transitions, Voices for Racial Justice did not submit a final report. We did receive an interim report which is included in the appendix.

Overall, the 2014 round of the One Minneapolis Fund had a significant impact on creating an inclusive community in which all people are valued, all communities are engaged, and leadership mirrors the great diversity of our city.

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<sup>3</sup> *The Twin cities Media Alliance encountered unforeseen obstacles over the course of the project, which affected their ability to fully reach their goals. See full report for explanation.*

# One Minneapolis Fund Report Form Cover Sheet

Date of Report: 9/1/2015

## Organization Information

Appetite For Change, Inc.

*Name of organization*

*Legal name, if different*

1200 West Broadway Avenue #180

27-5112040

*Address*

*Employer Identification Number (EIN)*

Minneapolis, MN 55411

*City, State, Zip*

612-588-7611

[www.appetiteforchangemn.com](http://www.appetiteforchangemn.com)

*Phone*

*Fax*

*Web site*

Michelle Horovitz

612-588-7611

[michelle@afcmn.org](mailto:michelle@afcmn.org)

*Contact person*

*Phone*

*E-mail*

## Grant Information

Project Name: \_\_\_\_\_

Dates Project Ran: \_\_\_\_\_

2-3 sentence description of project:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# One Minneapolis Fund Report Form

Please use the following format for a report for the One Minneapolis Fund. Your report can be brief. The information in the report may be used by the Neighborhood and Community Engagement Commission and Minneapolis City Departments and shared with others such as the Minneapolis City Council.

## Report Narrative

1. Please briefly outline your original goals and objectives, as stated in your proposal.

Appetite For Change received \$15,000 from the One Minneapolis Fund in 2014 and began working on The Good Food Advocacy Campaign (GFAC) in July of 2014. The GFAC is a sub-project of the Fresh Corners work that Appetite For Change began in 2013. The GFAC is a leadership development and community building effort for food leaders and community-based organizations in Minneapolis who are all working together to create an equitable food environment that builds health, wealth and social change in the city.

### Project Goals:

- Identify food leaders in North Minneapolis, connect them to other food leaders throughout Minneapolis, and build their capacity to understand the complex food system issues that exist in Minneapolis
- Increase the number of people of color and low-income individuals who are leading the food movement, sitting on the Minneapolis Food Policy council, and who are engaged with city council members in building food equity across Minneapolis.
- Develop leaders of color in North Minneapolis who are engaged in community organizing and advocacy around policies, systems and environmental elements that impact the inequitable food system we have.

2. What progress did you make toward your original goals and objectives? What activities led to meeting these goals and objectives?

- Through our trainings, Food Labs, Farmer's Markets, tabling events and partner one-to-ones, Food Ambassadors have been identified, trust has built with these leaders, and we have connected them to other food leaders in the community.
- Food Ambassadors, AFC youth/adult staff and Growers have been involved in passing city ordinances. We had representatives testify to City Council in order to pass the ordinance that increased the number of days in the growing season that urban farmers could host market gardens on site.
- Our leaders testified to City Council and were also instrumental passing the Staple Food Ordinance. Two youth leaders from AFC attended the Department of Health's training on how to testify at a public hearing. They both testified and contributed to getting the ordinance passed to increase the quantity and quality of staple foods offered at corner stores in Minneapolis. the Staple Food Ordinance, which now requires corner stores and

gas stations to carry a certain number of varieties and quantities of fresh fruits and vegetables, and other staple foods, like meat, grain, dairy, etc.

- AFC has also developed a partnership with the Minneapolis Homegrown Food Policy Council to create Fact Sheets for community members so that they can be informed about the policies and ordinances in place affecting the growing and selling of urban farmed produce, and other food business requirements.
- As a result of our training, and movement building, various leaders from North Minneapolis plan to apply this fall to the Homegrown Food Policy Council which will be taking on new members for the 2016-2017 term.
- Appetite For Change hosted August Food Policy Council meeting and is working with the council to engage City Council as they make crucial decisions related to urban farming policies on city owned property. We are in discussions with the council leadership on how to increase the representation of North Minneapolis community members on the council as seats become available this year.
- Appetite For Change was selected as one of 10 organizations in 8 cities across the country to be part of a cohort of Good Food Advocates brought together in 2015 by the Union of Concerned Scientists. The group met in April of 2015 for a day of learning and sharing in Louisville, KY. After the group connected, shared learning and visited a couple of projects in the area, we decided we wanted to stay connected as a group, and take further policy action. The group is focused on Food Justice, and equity in our food system. We discussed many aspects of our inequitable food system, and the policies that we are working to change locally to improve the food systems an environments. One of the goals was to learn from these local food equity groups to inform how a national food policy could take shape in Washington. Over the summer, we have stayed connected and the Union Of Concerned Scientists will be bringing us back together in September 2015 for a Good Food Action Day in our nation's capital. There will be 14 Good Food Advocates that go to Washington, D.C. for 2 days of advocacy training and meeting with government officials. All 3 co-founders of Appetite For Change as well as one of our Youth Leaders, and a youth volunteer (10 yrs old) will be part of this group. We will advocate along with the others from communities like North Minneapolis. Our larger group will meet with White House staff, and USDA top officials, and the Minneapolis cohort, including another North Minneapolis leader (DeVon Nolen) will meet with state legislators (Senator Amy Klobuchar and Keith Ellison). We will be able to expand our influence by allowing community members to directly educate our policy makers and executive branch officials of the importance food justice has in our neighborhoods. The training will allow us to come back to Minneapolis and educate other leaders within our organization and in the Northside Community.
- Appetite For Change staff has been involved in advocating for changes to the City of Minneapolis Urban Agriculture policies. Specifically, we are working with CPED, the City of Minneapolis Homegrown Food Policy Council and the Fresh Corners Growers Cooperative to advocate for changes to the community and commercial garden program that CPED began a few years ago. In its current iteration, vacant lots owned by the City of Minneapolis have been controlled by CPED, and a small number (relative to the total)

of vacant lots were made available for use by non-profits for community gardening. Appetite For Change is advocating for and organizing our community to advocate for additional changes that will hopefully pass City Council. The result will be an increase in access to vacant lots to grow fresh fruits and vegetables in Minneapolis.

3. If applicable, describe the population served or community reached during the grant period. Use numbers and demographics such as race/ethnicity, gender or geographic location.

All of the people served by this grant were African American residents of North Minneapolis. We trained 7 food ambassadors, supported 9 urban growers, 31 youth engaged, 21 youth employed, 6 youth trained in Community Organizing, there was a mix of men and women in these groups.

4. Were there any unanticipated results, either positive or negative? What did you learn because of this grant?

One unanticipated result is that the youth employment and training program has merged with the GFAC work, and the youth have become our best Food Ambassadors. We have built power of our youth to educate their peers about sugary drinks and making healthy beverage choices as part of the Rethink Your Drink Campaign. We are taking youth leaders to Washington D.C. to join other community based groups of color to advocate at the national level for food justice, and we were able to leverage the work of this grant to secure larger scale funding. These are all unanticipated and welcomed consequences of the One Minneapolis Fund supporting Appetite For Change, our community organizing and capacity building efforts.

5. As a result of your project, did any Minneapolis resident join a City board, commission, or other similar group? If yes, please describe (number of people, which group, etc.)

The City of Minneapolis Homegrown Food Policy council new term will start in 2016, and we have various leaders (Northside community members) from Appetite For Change and other partner organizations who are beginning the application process for this next term.

6. If you have future plans for sustaining this program or project, please describe those plans.

The Good Food Advocacy work of Appetite For Change will continue as a major component of our programming. This summer was our first year of our Youth Employment Program and the policy and advocacy work has been integrated into that part of our organization. The youth interns have become our Food Ambassadors, and 6 young people completed a 6 week community organizing training provided by the University of Minnesota, CURA MCNO program.

We were honored to be awarded a second year of funding from the One Minneapolis Fund, and will continue this GFAC work through our youth training and employment program. Additionally we have leveraged this One Minneapolis Fund grant to secure additional support for our GFAC and Youth Employment work including an additional year of funding from the Blue Cross Blue Shield of Minnesota's Center For Prevention and a Community Food Project grant for 3 years funded by the National Institute of Food and Agriculture through the USDA.

7. Are there any other important outcomes as a result of this grant?

**Project Outcomes:**

- The local food movement now includes leaders of color and low-income individuals.
- The Good Food Advocacy Campaign efforts are planned, implemented and evaluated by youth and adults from North Minneapolis.
- More people of color and North Minneapolis leaders are interested and motivated to be a part of the Homegrown Food Policy Council, and other areas of the city government, working towards creating an equitable food environment in Minneapolis.

8. Do you have any plans to publicly share your results or findings? How (e.g. newsletters, community meetings, etc.)?

We are constantly sharing our successes and the results of this work through newsletters, social media and have even gotten some local press coverage of the work.

9. How will you organization use the findings of this project?

We will use our findings as we embark on an organizational strategic planning process that just begun in August. We will use them to set a food policy agenda for the Northside community, and connect to larger state and federal policy campaigns. We will also use this work to encourage and motivate people to apply for and be a part of the food policy council and other city planning bodies.

10. How would you suggest others in the community benefit from your program?

We would encourage community members to join the growing food justice movement, come to our Community Cooks events, the West Broadway Farmer's Market, grow food for the our community aggregation table or join the Fresh Corners Growers Cooperative that is forming over North. We also invite folks to come to a food lab convening and join the Northside Fresh Coalition or one of our developing working groups.

**One Minneapolis Fund Report Form  
Cover Sheet  
Year 2: 2014-2015**

Date of Report: 11/30/2015

**Organization Information**

Asian Media Access

*Name of organization*

*Legal name, if different*

2418 Plymouth Ave. N.,

EIN: 41-1736822

*Address*

*Employer Identification Number (EIN)*

Minneapolis, MN 55411

*City, State, Zip*

612-376-7715

612-376-7730

www.amamedia.org

*Phone*

*Fax*

*Web site*

Ange Hwang

612-376-7715

angehwang@amamedia.org

*Contact person*

*Phone*

*E-mail*

**Grant Information**

**Project Name:** Project PENN

**Dates Project Ran:**

08/01/2014 -

10/31/2015

**2-3 sentence description of project:**

Asian Media Access has successfully moved the Project P.E.N.N. (**P**laces for **E**ntertaining, **N**etworking and **N**urturing) forward, which is an innovative and effective placed-based Initiative that engages underrepresented communities (low-income/communities of color, and refugees/immigrants) in leadership roles to develop an economic development scan/action plan for North Minneapolis, with a special focus on Penn and Plymouth corridor.

## One Minneapolis Fund Report Form

Please use the following format for a report for the One Minneapolis Fund. Your report can be brief. The information in the report may be used by the Neighborhood and Community Engagement Commission and Minneapolis City Departments and shared with others such as the Minneapolis City Council.

### Report Narrative

#### 1. Please briefly outline your original goals and objectives, as stated in your proposal.

**What progress did you make toward your original goals and objectives? What activities led to meeting these goals and objectives?**

Project PENN has successfully reached the below OBJECTIVES:

**a. Developing a comprehensive, cross cultural and multi-lingual Road Map, engaging 5,000 neighbors for the Collaborative to use. It includes resources like street survey such as locations of empty lots, businesses, amenities, or major neighborhood events, and includes quick studies of various types of economic cluster.**

- Hired Mai Lee Yang as Community Outreach Coordinator, attending the community and transit meetings for suggestions and feedbacks on Plymouth and Penn Corridor;
- Conducted Neighborhood Surveys around Plymouth and Penn, and analyzed/shared the data at area neighborhood gatherings - August National Night Out; Sept 27<sup>th</sup> Family Day; Nov. 6<sup>th</sup> NorthSide Summit; Dec. 14<sup>th</sup> Toys for Tots event; June – August Youth conducted Door to Door Survey; July 23<sup>rd</sup> FLOW event; and August 29 Family Day.

#### **HIGHLIGHTS from Neighborhood Summit:**

A summit on Community Development around Penn & Plymouth Ave was held on 11/06/14 at Urban Research and Outreach Community Engagement (UROC) center. The purpose of this year's summit was for discussion on the Economic Development, focusing on the Industry Cluster selections. This year's report gave an update on Twin Cities Regional Center (TCRC) and how it may relate to or be a source of support towards economic development along the Penn & Plymouth area, what community members are saying about business development on the north side that would best fit their needs based on neighborhood surveys and a presentation from Penn Avenue Community Works Project regarding their future project development plans for the Penn & Plymouth corridor.

Community discussions and themes that emerge out of the summit addressed the desire for business development that would support women entrepreneurs, minority businesses, affordable housing particularly for senior citizens, and creative business ventures that would attract people to the north side of Minneapolis to invest their capital into this area such as that

of a Christmas village and/or window-front craft theme small businesses. An example that was bought up to demonstrate this idea was the Grand & Summit Avenue area in Saint Paul with its concept of window front properties of small businesses that is attracting visitors and capital to that area in which just a few decades earlier that area was consider an economic desert with no stream of economic activities and revenue to support its neighborhood. Minneapolis north side has potential with its major intersection and availability of vacant lots to explore new business opportunities that would create self-sustainable neighborhoods with investment from its own residents and the capital support of visitors/tourists.

**2) Inviting 100 underserved community members to submit business ideas with initial funding needs, and integrate them into selected market clusters and evaluate the Economic Impacts of each plan, and advance the ones with most potentials.**

- Reviewed the Economic Development Opportunities with minority entrepreneurs and analyzing/sharing the data about N Mpls Asian Business Outlook, and developed a neighborhood economic development project – Twin Cities Regional Center (TCRC, see the **Attachment #1** ) to utilize oversea investors’ funding to support area small business; and
- Developed the Cluster Report along with Neighborhood Survey Data (see the **Attachment #2** – Cluster Report Presentation PDF file)

**3) Developing an Advocacy Campaign utilizing the Road Map to support policy changes to incorporate our constituencies’ requests for small area development into transit development criteria.**

- Developed an Advocacy Campaign with Advisory Committee, which we have decided on the theme - ***Bicultural Healthy Living in North Minneapolis;***
- Worked with UROC regarding their Northside Asset Mapping website, and worked with 2 graduate students from UMN/CURA office to improve the site with interactive capacity;
- Launched the Interactive Map with updated information on health, urban garden, physical exercise opportunities, and Northside neighbors now have the capacity to add activities to the Map (see **Attached #3** for Interactive Map Instruction Handbook)
- Developed/Collected/Publicized GIS maps for North Minneapolis’ 2 minority groups - African American/Black, Asian American and Pacific Islander; (see **Attached #4** for selected GIS maps) for the numbers of residents and education/economic levels, along census blocks for data analysis;
- Utilized the above information to guide the long term Vision Plan for the Penny and Plymouth Corridor incorporating the guiding principles approved by CDC for the Healthy Community Design

**4) Long-term Vision Plan along with the short-term interventions, and becomes a guiding framework for future development and investment. It also becomes a tool to attract**

**additional partners and capitals.**

- Joined the below transit oriented task forces to better understand the future plan for the area and better design the Long-term Vision Plan to support a Healthy Community Design:
  - Bottineau LRT – Blueline Coalition;
  - Community Engagement Steering Committee
  - Equitable Development Scorecard
  - Minneapolis Greenway
  - Penn Avenue BRT - Hennepin County’s Plymouth Community Work
  - Southwest LRT
  - Walk to School Routes
  
- Still developing the Long-term Vision Plan, please refer to the Development Principles that we have developed after the survey results and community feedback sessions, highlighted at Question #5, and we have lacked of sufficient funding to complete the Vision Plan, but will continue to work on it. We envision a final Vision Plan as a Website dedicated to the Plymouth Ave Development, and incorporate the interactive mapping capacity to feature the small economic development opportunities at each block, along with complete street design ideas, and open to the neighbors to add on activities/feedbacks.

**2. If applicable, describe the population served or community reached during the grant period. Use numbers and demographics such as race/ethnicity, gender or geographic location.**

Our project has focused on the North Minneapolis’ people of color community, with a special focus on 2 minority groups - African American/Black, Asian American and Pacific Islander.

According to Census 2010, Minnesota’s population became more diverse between 2000 to 2010, with approximately 14.7% of total State Population are People of Color - African American or Black, Hispanic or Latino, American Indian or Alaska Native, Asian American, and Native Hawaiian or Other Pacific Islander, total around 779,863 in the State of MN.

Minneapolis has the highest minority number among all cities in MN, and North Minneapolis has the highest people of color concentration (68-75%, pending on different data sources) among all Neighborhoods at Minneapolis. And Black/African and Asian American are the two largest priority populations.

Race	North Minneapolis		Minneapolis	
Total population:	59,970		382,578	
White alone	19,200	32.0%	244,086	63.8%
Black or African American alone	26,135	43.6%	71,098	18.6%



American Indian and Alaska Native alone	975	1.6%	7,601	2.0%
Asian alone	7,657	12.8%	21,553	5.6%
Native Hawaiian and Other Pacific Islander alone	22	0.0%	179	0.1%
Some Other Race alone	2,416	4.0%	21,374	5.6%
Two or More Races	3,565	5.9%	16,687	4.4%
Hispanic or Latino:	4,730	7.9%	40,073	10.5%

**3. Were there any unanticipated results, either positive or negative? What did you learn because of this grant?**

Asian Media Access (AMA) has shared common interests with various community members and organizations to foster collective efforts center around the theme of Bicultural Healthy Living, and incorporate local issues, such as: neighborhood public safety, transit equity, and economic development, etc. We have encountered following challenges:

- **Internally** - AMA found that failing to match staff skills with program needs created significant challenges for us.
- **Externally** - Partners lack of consistent and two-way communication about shared expectations of the Project PENN.
- **Lack of cohesive** vision and diverse levels of the community's readiness for change.

Although the challenges have slowed down the project, but we are committed to have good progress, and we have addressed few problems already by setting regular meeting dates monthly to support people's participation and improving communication with interactive mp capacity.

**4. As a result of your project, did any Minneapolis resident join a City board, commission, or other similar group? If yes, please describe (number of people, which group, etc.)**

n/a

**5. If you have future plans for sustaining this program or project, please describe those plans.**

Yes, we plan to work on a Long-term Vision Plan - as a Plymouth Ave Collaborative, to – Redesign Plymouth, and bring back the Business along Plymouth Ave.

2 and 1/2 miles of Plymouth Avenue and Penn Ave Corridor should have been better developed. Asian Media Access supports the Recommendations to support Cluster Business and block-by-block neighborhood-centered development. Land use planning and zoning reviews should be conducted and engage with Plymouth Ave and Penn Ave Corridor neighbors and business owners, to catalyze growth. Asian Media Access and our partner - Twin Cities Regional Center Collaborative all commit to working with local neighborhood associations and business owners to coordinate station area planning and land use planning that anticipates

multiple transitway investments that will benefit Plymouth Avenue and Penn Ave Corridor, as we defined it – ***the Nile River of the North***.

## Plymouth Avenue Redesign

Calling neighbors and agencies working along the Plymouth,  
coming together to plan for the Future of Plymouth Ave.

### PURPOSE

- How we can better describe the Plymouth Ave as the River of Nile, as a metaphor – creating a fertile green valley as a self-sufficient, educated, and healthy neighborhood
- How Plymouth Ave nurtures the neighbors with physical, mental and spiritual, with a special focus on 3 clusters - Education, Medicine and Urban Gardens
- Design an innovative and effective placed-based Initiative that engages underrepresented communities (low-income/communities of color, and refugees/immigrants) to discover the beauty of the Plymouth
- How can we all work together to restore the Business aspects of the Plymouth
- How can we utilize Arts to create a better image for Plymouth Ave as the River of Nile

### 6. Are there any other important outcomes as a result of this grant?

Project PENN (**P**laces for **E**ntertaining, **N**etworking and **N**urturing) has other positive outcomes:

- **Start with vision and framework that comes from the Neighborhood Survey Result.** A successful community engagement has to have a thoughtful and intentional process. Guided by the Neighborhood Survey Results and Best Practices for neighborhood development, our Advisory Committee had designed a good framework to start with, so community interactions were focused on those principles and did not get detour away from the Vision.
- **Think systemically.** We have continued to remind ourselves that neighborhood engagement for policy changes - is a complicated and dynamic process, because this network is constantly changing – learning, assessing itself and developing. With such complex and integrated system, we need clear and accessible processes, technology and people – in order to identify issues and share them across stakeholders for maximum impact. **Systemic change managed from within the Neighborhood is the only sustainable reform.**

It is important to consider longer time frame, instead of just a year when working toward community change, as it takes time to develop trust and unified visions. Often community engagement process contains higher complexity, diverse directions and ambiguous solutions, it calls longer time frame before results can be expected.

**7. Do you have any plans to publicly share your results or findings? How (e.g. newsletters, community meetings, etc.)?**

Yes, we have shared with Asian American newspapers and Northside, and partners' eNEwsletters

**8. How will you organization use the findings of this project?**

We plan to use the findings to attract the oversea investment, to build an Entertaining Complex at the Penn Plymouth Corridor

**9. How would you suggest others in the community benefit from your program?**

n/a

**10. How were you supported in your project?**

We have contracted community members and community-based agencies at the leadership roles, to help on advising/planning/outreach and to solicit the economic development ideas, they are:

- Kriatine Brogan – Conducted the discussion for Northside Economic Development with Mpls CPED; Councilman Blong Yang; and area Neighborhood Councils;
- Sura Vue – Conducted the outreach with youth of color;
- Allen Sanders – Conducted the outreach with small businesses;
- Project Sweetie Pie – Conducted the outreach with Northside neighbors, special focus on urban agriculture;
- Laura Torres – Conducted the outreach with Hispanic American neighbors;
- Pathway Learning Center – Guiding on the Road Map and area Cluster Industry Action Strategies;
- Zintkala Luta – Volunteers, Conducted the outreach with American Indian neighbors; and
- Paris Carruthers – Conducted the outreach with African American neighbors

**11. Are there any suggestions you would like to make to improve the program?**

n/a

**12. To help us continue the work of the One Minneapolis Fund, if you have any photos, videos or graphics relating to your program, please share them with us.**

See attached.

## **Attachment #1 - Twin Cities Regional Center An Innovative Strategy**

*“Leaders are visionaries with a poorly developed sense of fear and no concept of the odds against them.”*

*By Robert Jarvik*

Often when our team tries to explain what Twin Cities Regional Center (TCRC) is, we only encounter more questions, because the design behind the TCRC is complicated, and comprehensive, in order to turn around the distressed neighborhoods, and create sustainability.

In short, the newly created Twin Cities Regional Center (TCRC) will cultivate private foreign capital to create a ***Global Cultural and Technology District*** and finance the development of 21<sup>st</sup> Century jobs and training, to expand the minority-owned small business. So let’s start with what it is not.....

### **WHAT TCRC IS NOT - IT’S:**

- NOT a for-profit EB-5 program
- NOT a state or local government-led Initiative
- NOT focusing on large real estate development
- NOT focusing on direct single investment
- NOT bringing in Capital for just investment sake

### **WHAT TCRC IS:**

- A non-profit EB-5 Regional Center to be public accountable, serving North Minneapolis and St. Paul Frogtown neighborhoods;
- Utilizing the Equitable Transit Oriented Placemaking model;
- Thinking Small (ex. small business, small block development), from the bottom up;
- Focusing on Evolving Over Time, instead of Revolution Over Night;
- Avoiding Gentrification Effect on the neighborhoods; it’s important to preserve the characteristics of neighborhoods, along with economic development opportunities.

In responding to what TCRC is, we have designed a series of innovative strategies that will take us there:

### **ECONOMIC DEVELOPMENT STRATEGY #1 – ONE BLOCK A TIME**

*A large city should be made up of one hundred Better Blocks that are all well connected (pedestrian, bike, car, and public transit), but have small spaces that locals can create their own dream business which helps support the community.*

by *Better Block* co-founder Andrew Howard, <http://betterblock.org/>

Many of TCRC principles are from **Better Block - building neighborhood from within**, which we truly believe that is the only strategy can improve and grow the entrepreneurship in the distress neighborhoods. We call it – *The Process of Natural Progression of Good Ideas*.



Traditionally, the Transit-Oriented Development means high density with mixed-use development, such as the picture on the left. There is a major developer, making the best plan, that would attract the right people to come *from somewhere else* and make that plan happen. But if we choosing to believe in the *Better Block's* philosophy, which is that every community already has everybody they need. They just need to activate the talented people who are already there, and collectively decide one block at a time, and that block can become better really quickly. So instead of the high-rise development, we call for the small-block development, with sustainable small business establishment, like the picture on the right, maybe just a coffee shop to start with. Although, TCRC is not against bigger, high density development, which is not less important nor inappropriate, but should not be THE ONLY development; often the resources all get channeled into that one development in the area, ignoring other small business needs. Therefore, we advocate for a more balanced approach, and propose alternative/localized developments that may better support the neighborhood needs, and create sustainable impacts.

*Better Block* co-founder Andrew Howard explained how his own LQC (Lighter, Quick, Cheaper) street transformations works reflecting from Warren Buffet's "the Three I's," which directly to the classic gentrification curve. Here it is from the [Harvard Business Review](#):

*First come the innovators, who see opportunities that others don't. Then come the imitators, who copy what the innovators have done. And then come the idiots, whose avarice undoes the very innovations they are trying to use to get rich.*

According to Andrews, if we look at gentrification as a process where on one end of the spectrum you have high segregation by low economics (poverty) and race (specifically minority) and the other end of the spectrum also being segregation but by high economics (wealth) and race (specifically mainstream), the middle ground becomes an area where we find greater integration both economically and racially, but tends to be a fragile space in time to maintain due to a tendency of what Buffet calls "idiots" to over-capitalize on what is working, ***without realizing the balance of identity, economics, and integration is what makes the place sustainable (for jobs, affordability, improved health, character, etc.).***

So "**Think Small**" mantra is the key, because an individual who has a dream of opening something like a bakery, has to have a small but affordable space to work from. And placing several of these small spaces together creates power in numbers that allows these small businesses to leverage their combined resources for marketing and placemaking ***incrementally***. Once the scale of the building becomes too large, the local business person cannot afford the rent or overhead, which leaves a series of chains who will fill the void, only with empty

promises that contribute little to the character and cohesiveness of the neighborhood. Unfortunately, although we all like sustainable and stylish neighborhoods that full of entrepreneurs, but there is a huge disadvantage for small business to secure needed capital. So what's the solution? - *Twin Cities Regional Center*.

*TCRC will re-define the Federal EB-5 immigration investment program, instead of channeling oversea investors money to big Conventional Center or Resort Developments, but channeling into the distressed neighborhoods and focusing on smaller entrepreneurship ideas, so we can change the neighborhood one block at a time and sustain the neighborhood culture, so it can become a walkable community, matching well with the overall Transit Development trend.*

## **ECONOMIC DEVELOPMENT STRATEGY #2 – EQUITABLE TRANSIT ORIENTED PALCEMAKING**

*Urban design, planning, and architecture are tools for creating a physical environment, but Placemaking is the process that creates the crucial, ephemeral quality—the sense of place—that ultimately animates any physical space and **transforms design into destination**.*

From Project for Public Spaces <http://www.pps.org/>

Placemaking is a powerful agenda for change that is beginning to take hold in cities throughout the world. It is not a new profession, discipline or field of study, but a growing global movement that brings out the best of community and professional expertise, and empowers communities to improve the neighborhoods in which they live. Twin Cities Regional Center has adapted such strategy, designed by the *Project for Public Spaces (PPS)* through their successful Placemaking Campaign.

At the very basis of the Campaign is a drive to build wide-range of support, particularly with the neighborhood residents who hold greater power in determining the communities, more than city officials and governments. And PPS have defined four “Transformative Agendas,” to leveling out the playfield:

- *Creating healthier communities and improving streets by redefining transportation planning;*
- *Improving our built environment by advocating people- and place-centric design through an architecture of place;*
- *Supporting sustainable local economies by highlighting the central role of public markets;*
- *Strengthening communities by creating **new urban development models** for multi-use destinations.*

Often the city/county/state have mapped out the Economic Development Plan for the region, by working with local chamber of commerce and corporations, seldom the Plan is generated from the neighborhood level, due to lack of economic data and capitals. Often the public officials do not realize the long-range City Economic Development Plan, for example, may not match with the neighborhood needs/wants. It's hard for the neighborhoods realizing it is those data/statistics, guiding the design and resource allocations. And it's hard for the Public

Planners to realize that PLACE is more important than a design. So what's the solution? - *Twin Cities Regional Center.*

*TCRC will re-define the urban development model, instead of top-down (just data) nor bottom up (just dreams), but supporting a balanced approach, channeling the data back to the distressed neighborhoods and building community capacity to better understand the data and incorporating the data into the DREAMS, to mount a holistic, integrated and highly effective movement which drives the mentality change in all levels to ensure the long term viability of such place-specific design in making.*

### **ECONOMIC DEVELOPMENT STRATEGY #3 – CLUSTER FOCUS**

*Today, Oregon has an array of innovative Industry Clusters, all of which require skilled workers and a competitive business environment. While the destiny of these industries is in their own hands, it is critical that Oregon's leaders pursue initiatives to create the environment that helps them thrive. Collectively we call these attributes the 4 P for Prosperity - improve Oregon's culture of **Pioneering** innovation, enhance the work skills of Oregon's **People**, boost the quality of **Place** that drives talented people and companies to Oregon, and improve the **Productivity** of Oregon's business environment.*

By Oregon Business Plan, [www.oregonbusinessplan.org](http://www.oregonbusinessplan.org)

*According to the Harvard Business School – Cluster is defined as “geographic concentrations of interconnected companies, specialized suppliers, service providers, and associated institutions in a particular field that are present in a nation or region. Cluster development initiatives are an important new direction in economic policy, building on earlier efforts in macroeconomic stabilization, privatization, market opening, and reducing the costs of doing business.”*

Often Cluster strategy is private market led, applying to well-established corporations and startup technology companies coming together *to increase the productivity*. The past 2 years, with Federal's Regional Innovative Cluster grants, the idea has spanned from MATURE INDUSTRY-EMERGING TECHNOLOGY, to LOCAL-TRADE focus, such as: Craft Arts Cluster in Vermont; Oregon's Creative Services and Arts Clusters, etc. Such local-trade approach has opened the door for many small- and medium-scale enterprises (SMEs), and they have been utilized such cluster idea to further create a designation to generate more foot traffic. Besides, creating a collective designation, such **Networking** offers an important route for individual SMEs to coordinate their events/marketing effort, and achieve optimal scale in the use of machinery and pool production capacities to meet large-scale orders. Such local-trade cluster strategy contributes greatly to employment generation, poverty reduction and wider distribution of wealth and opportunities represents a major window of opportunity for distressed neighborhoods.

It is important to recognize that clusters exist on their own and cannot be created by government for example, but the government can help these clusters thrive by creating the best environment for the companies' growth. Often larger corporations form the same

Industry Cluster may form the Special Economic Zone and seek public support for infrastructure development. And the small businesses in the neighborhoods have never enjoyed such benefits, because of the size. Individual SMEs experience difficulties in achieving economies of scale in the purchase power, finance and consulting services and are often unable to take advantage of market opportunities that require large production quantities, homogenous standards and regular supply. So what's the solution? - *Twin Cities Regional Center*.

*TCRC will re-define the Industry Cluster model, instead of developing a large area with newly created cluster businesses, but supporting a conservation development, along with an integrated site planning approach, and work with the neighborhood to analyze its characters and trade potentials and utilizing these assets to create the Low Impact Economic Development opportunities with a group of SMEs closer together in order to create destination, share amenities and increase social interactions.*

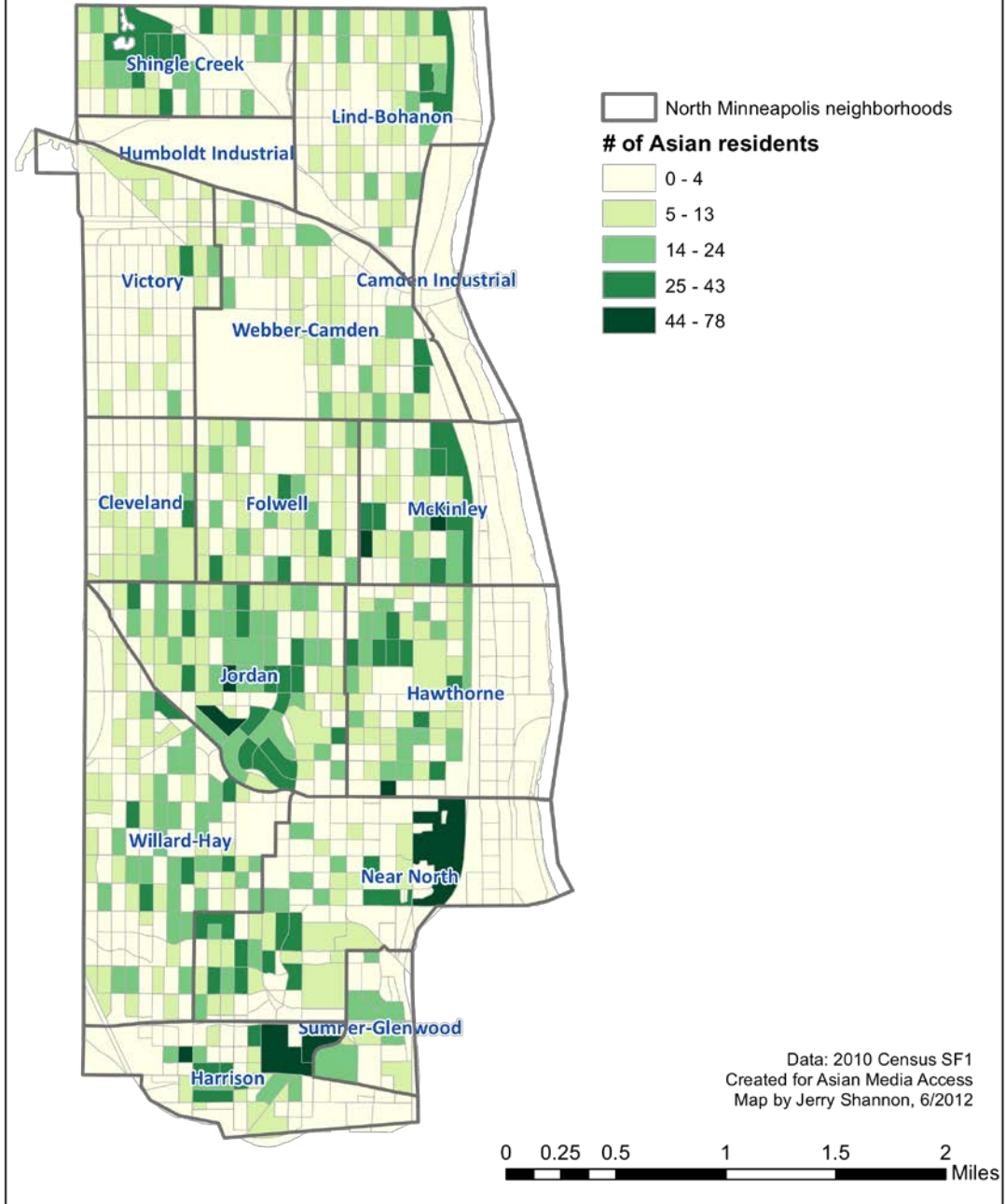
\*\*\*\*\*

Clearly, Twin Cities Regional Center has combined the characters of various successful models, and made them neighborhood-friendly, to truly support the distressed communities. This dynamic regeneration of existing innovation models is an essential element for sustainability in the low-income neighborhoods. However, such new thinking often falls outside of conventional process. It is important for Twin Cities Regional Center to gain support from cross-sectors - the entrepreneurs; neighborhood conveners; and policy makers - to recognize these emerging trends and invest in a strategic effort, in order to better support such integrated dynamics along with leveraged oversea resources.

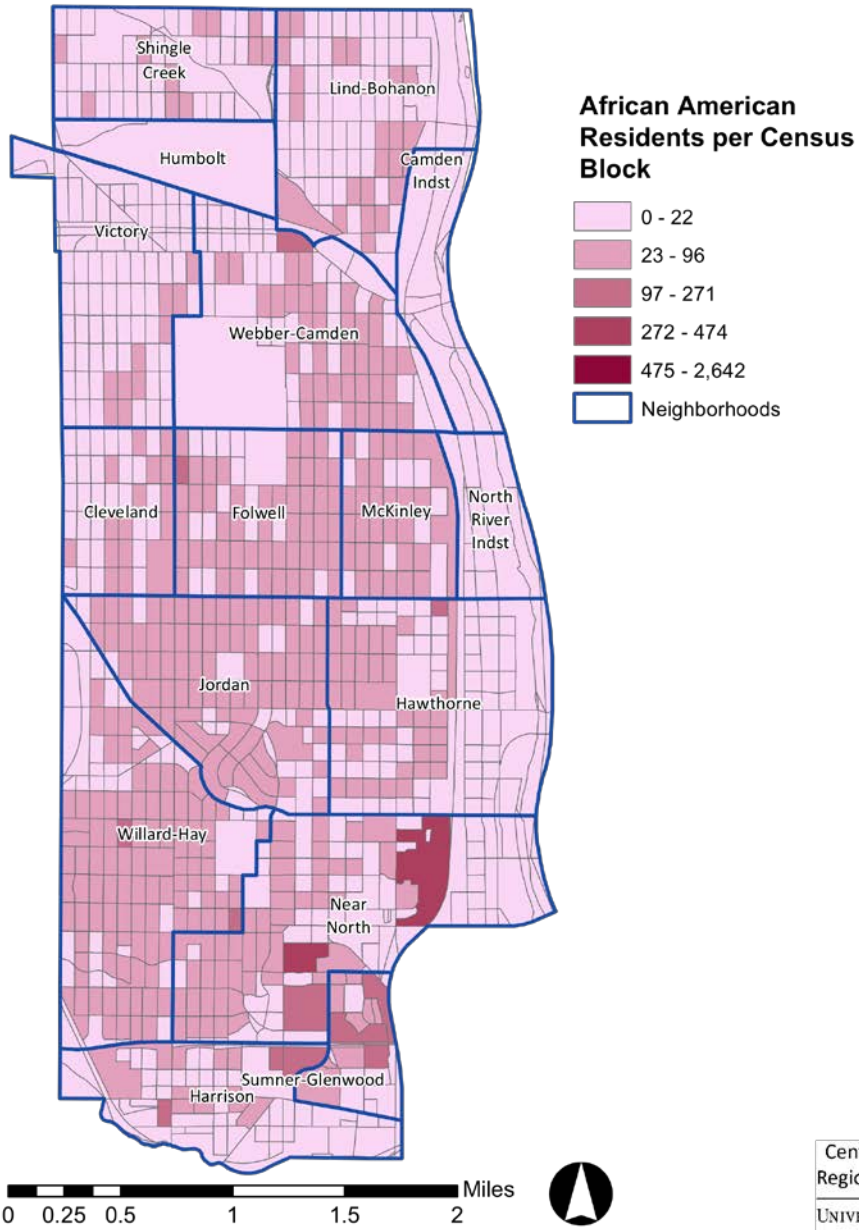


Attachment #4 – GIS Maps

### Asian residents in North Minneapolis blocks



# African American Residents in North Minneapolis by Block



Sources: 2010 Census (population numbers)  
 2006-2010 American Community Survey (economic and demographic characteristics)

Center for Urban and  
 Regional Affairs (CURA)  
 UNIVERSITY OF MINNESOTA  
 Driven to Discover™  
 Map by CURA Staff, July 2014

**Financials – Please refer to the Attachment #5**

1. Please attach an income and expense statement for this grant period. Also, include your original budget.
2. Please attach a statement including *actual* income and expenses.
3. Please feel free to include a narrative for any of your expenses and income, if necessary.
4. Please include a list of additional funders, including amounts received for this project or program.

**CAIR-MN Civic Engagement Project**  
**Final Report**  
*Funded by the One Minneapolis Fund*

**Intro:**

Through advocacy and legal services, media relations, civic engagement activities and diversity trainings, CAIR-MN seeks to empower the American Muslim community to assert their legally protected civil rights, encourage participation in political and social activism, ensure fair and accurate portrayal of Islam and Muslims in the media, and build bridges of understanding with the greater Minnesota community.

**Project Objectives:**

The vast majority of Minnesota Muslims are immigrants and some may be voting for the first time. Some individuals in the Muslim community do not vote due to negative experiences with voting in their homeland. Thus, education is the key to civic engagement in our community.

Many people in the community aren't registered to vote, let alone understand the issues. So, in order to help them understand the issues and impact current or potential legislative policy, CAIR-MN will hold in language forums for community members to understand who the candidates are and where they stand on issues. This will then allow them to cast an informed vote.

CAIR-MN's effort will encourage civic participation in the Muslim community and help get the Muslim voice out on issues of concern to the community. Our civic engagement plan will reach out to 5,000-7,000 people. Currently, there is only one Muslim holding a local elected position- a school board member. The Muslim voice is clearly missing.

**Civic Engagements Programs and Events:**

On Saturday, October 11, 2014 CAIR-MN hosted a Voter Registration Drive at the Twin Cities Day of Dignity at Masjid An-Nur in North Minneapolis. Nearly 50 people stopped by our booth. Some registered on-site, others took the voter registration information with them to complete on their own.

CAIR-MN reached out to over 40 mosques and Muslim organizations to request that the Imams dedicate the sermon on Friday, October 31 to civic engagement. They were asked to encourage their congregation to vote in the election on November 4, 2014. CAIR-MN staff and board members attended mosques throughout the Twin Cities, engaging with community members on the importance of voting.

On November 1, 2014, CAIR-MN hosted a Voter Education Forum at the Abubakr AsSadiqq Islamic Center, the largest Somali mosque in Minneapolis. The Forum featured Muslim civic leaders including Congressman Keith Ellison, Brooklyn Park Charter Commissioner Nausheena Hussain, and Minneapolis School Board Member Mohamed Nur. The panel was moderated by the Executive Director of the Abubakr AsSadiqq Islamic Center. Panelists discussed their

journey to civic duty, the importance of voting, and the different ways community members can get involved in their communities. The event was featured in the Star Tribune and KSTP.

SEE: Voter education featuring Minn Muslim civic leaders (Star Tribune)  
<http://www.startribune.com/local/yourvoices/281048972.html>

SEE ALSO: CAIR-MN Works to Increase Muslim Voter Turnout in Minneapolis (KSTP)  
<http://kstp.com/news/stories/S3607586.shtml?cat=>

As part of the Voter Education Forum, CAIR-MN offered a Civic Engagement Training to review the elections process, discuss same-day registration, and provide training on Know Your Rights as a Voter.

CAIR-MN created educational materials for the Voter Education Forum, including same-day registration informational cards and Know Your Rights as a Voter informational cards. These materials were translated into Somali. We also distributed hundreds of voter guides translated into Somali and left them at the Center to share with other congregants. Voter educational materials were distributed at Karmel Mall in Minneapolis, the largest Somali shopping mall located in South Minneapolis.

CAIR-MN was able to get the Secretary of State's Office to agree to translate its "The Three Branches of MN State Government" document into Somali.

On February 5, 2015, CAIR-MN partnered with Jewish Community Action (JCA) to host a Jewish-Muslim Youth Day at the Capitol. The event seeks to promote youth engagement in local politics and discuss civil rights with legislators. Youth selected for the program received training on how to lobby elected officials, network with community and youth leaders, and meet with their legislators to discuss racial profiling, immigration and pre-registration.  
Historic First National Muslim Advocacy Day

March 25<sup>th</sup> 2015- CAIR-MN leadership participated in the 11th Minnesota Muslim Day at the Capitol (MDAC). Meet others concerned about our community's future, hear speeches of elected officials and Muslim leaders, and get an opportunity to meet one on one with your local representatives. Learn more about Muslim Day at the Capitol.

On April 13, 2015 CAIR-MN participated in the first ever National Muslim Advocacy Day on Capitol Hill in Washington D.C., over 280 delegates gathered from more than 20 states to meet with elected officials and congressional staffers. The US Council of Muslim Organizations, a coalition of leading national and local American Muslim organizations, sponsored the historic event.

Muslim delegates were split into groups based on their home state and each group met with representatives and senators from their state. In total, they visited 200 congressional offices, which constitutes one third of the House of Representatives and almost half of the Senate. CAIR-MN was able to meet all of the 10 Minnesota federal legislators.

See: U.S. Muslims to Hold First United Capitol Hill Advocacy Day April 13, 2015

<https://www.cair.com/press-center/american-muslim-news/12755-muslims-to-hold-united-capitol-hill-advocacy-day-april-2015.html>

Tuesday July 14 2015- CAIR-MN held its annual Ramadan dinner for Muslim Youth Leadership Symposium core leaders. This dinner helps our internal team plan for the 2015 MYLS program. Due to the ongoing construction at the state capitol, youth leaders requested to learn more about how legislative committee hearings are conducted.

### **Summary Outcomes:**

- CAIR-MN was able to reach most of our main objectives, however, we are also not able to reach specific goals including candidate forums.
- All of our efforts are broadcasted on our weekly e-newsletter that reaches nearly 3,000 clients, donors and supporters. We also leverage our key events by inviting local media to cover these events. On November 1, 2014, CAIR-MN hosted a Voter Education Forum was covered by local media increasing the visibility of this project and its impact to the community.
- We were able to make systematic changes by leveraging the state of Minnesota resources to change have more documents available in languages of our constituents.
- We are not aware any specific individual who came to our programs that now is member of one of the Minneapolis boards. However, we have seen an increase in individuals from the Somali/Muslim community who are now serving on boards and commission.
- We intend to sustain our civic engagement in 2015-2016 with additional funding from new sources. Additionally, with a foreseeable presidential election is fueling anti-Muslim hate rhetoric in campaigns we will need to expand our civic engagement efforts.
- Much of the findings from this project will help in strategically expanding our program.
- During the tenure of the project, the city of Minneapolis staff, helped address any questions that we encountered.
- The area we see One Minneapolis improving on is to increase the allocation amount to further expand our abilities to have a greater impact in our community. Finally, we hope with a larger funding pool, One Minneapolis grant's scope can be expanded to increase a wider civic engagement models. Finally, the grant should could also provide funding for innovative projects that help more residents to be more engaged.

### **Conclusion:**

With the One Minneapolis grant, CAIR was able to conduct voter registration drives and especially targeted messages during the Friday congregational prayers, where hundreds of Muslims are in attendance at each mosque. We expand CAIR-MN's civic engagement training, which helps dispel fears of voting and discusses the importance of participating in elections.

We focused on educating voters on the issues, candidates, and their positions by providing in-language voter guides tailored to the Muslim community. We were able to leverage key institutions to translate the voter information into languages spoken among our constituency, such as Somali to ensure that individuals cast an informed vote.

Our civic engagements were able to address and challenge anti-Muslim hate rhetoric in campaigns by engaging our leaders to engage post-election through participation in events throughout the year, such as quarterly meetings with elected officials, Leadership Briefings, and the annual Muslim Day at the Capitol. Additionally, meeting our federal representatives in Washington exemplifies our ability to engage our representatives both locally here and in their DC offices.

One Minneapolis grant was able to help us expand our civic engagement efforts to challenge barriers and empowering the community. We believe that with knowledge and understanding comes compassion, community, and justice.

**One Minneapolis Fund Report Form  
Cover Sheet  
Year 2: 2014 - 2015**

Date of Report: 7/20/2015

**Organization Information**

Lake Street Council

*Name of organization*

*Legal name, if different*

919 E. Lake St.

41-0975738

*Address*

*Employer Identification Number (EIN)*

Minneapolis, MN 55407

*City, State, Zip*

612-824-7420

www.lakestreetcouncil.org

*Phone*

*Fax*

*Web site*

Allison Sharkey

612-824-7420

asharkey@lakestreetcouncil.org

*Contact person*

*Phone*

*E-mail*

**Grant Information**

Project Name: Small Business Owner/Manager Engagement Program

August 1, 2014 – July 20, 2015

Dates Project Ran: \_\_\_\_\_

2-3 sentence description of project:

Lake Street Council, Latino Economic Development Center, and the YWCA of Minneapolis will partner to develop a pipeline of leaders engaged at the City level. Lake Street Council and Latino Economic Development Center will engage small business owners of color and immigrant and underrepresented business owners/managers. The YWCA will provide civic engagement training to prospective leaders.



# One Minneapolis Fund Report Form

Please use the following format for a report for the One Minneapolis Fund. Your report Can be brief. The information in the report may be used by the Neighborhood and Community Engagement Commission and Minneapolis City Departments and shared with others such as the Minneapolis City Council.

## Report Narrative

1. Please briefly outline your original goals and objectives, as stated in your proposal.

The Lake Street Council will partner with Latino Economic Development Center and the YWCA of Minneapolis to develop a pipeline of leaders of color and immigrant leaders for greater involvement in decision making in the City of Minneapolis and local organizations. LSC and LEDC will identify and recruit business owners and managers with leadership potential, as well as family of business owners. The YWCA will provide trainings on civic engagement at the City level, and we will also refer leaders to the Nexus Boards and Commissions Leadership Institute.

Goal 1: Raise awareness of civic engagement opportunities (2,000 notified 6 times)

Goal 2: Identify 60 leaders with potential to serve on City bodies

Goal 3: Provide civic engagement training to identified participants (2 trainings for 20 leaders, 2 referrals to Nexus)

Goal 4: Facilitate 50 opportunities to leaders to experience civic engagement and build advocacy skills and confidence

Goal 5: Increase diversity of City bodies (7 applications submitted to Boards and Commissions)

2. What progress did you make toward your original goals and objectives? What activities led to meeting these goals and objectives?

During the grant period we focused on providing opportunities for entrepreneurs of color and immigrant business owners to become more civically engaged. We aimed to prepare potential leaders to participate in local policy decisions, to learn leadership skills, to assume local leadership positions, and to affect policy outcomes. This year:

-60 entrepreneurs of color voiced their opinion about equity issues at hearings, meetings with elected officials, and other opportunities arranged by Lake Street Council and LEDC.

-We hosted 16 meetings and tours in which small business owners met with City officials and shared their experience to inform policy and procedure.

-We provided 2 trainings on applying for Boards and Commissions in two languages, attended by 48 individuals.

-LEDC also provided a leadership training in Spanish, and both organizations provided 1 on 1 technical assistance to targeted entrepreneurs. Topics ranged from reading and creating budgets,

to preparing to speak at a hearing or meeting, to how to lobby your Council Member or the Mayor's office for appointment to a Board or Commission.

-We recruited and prepared 14 individuals (including Latino, Somali, and African-American applicants) who submitted 13 applications for Minneapolis Boards and Commissions, exceeding our goal of 7 applicants. Seven applicants were successfully appointed during the grant period, and an eighth applicant is almost sure to be appointed soon.

-We provided orientation and assistance to new appointees.

-Lake Street Council added two entrepreneurs of color to our Board of Directors.

3. If applicable, describe the population served or community reached during the grant period. Use numbers and demographics such as race/ethnicity, gender or geographic location.

Our target population was business owners and managers of color and immigrant entrepreneurs that operate in the Lake Street corridor of South Minneapolis. We estimate that 80% of participants were City of Minneapolis residents. Participation by men and women was fairly evenly split. By race/ethnicity, we estimated our program participants were:

African	21%
African American	14%
Asian Pacific Is.	13%
Latino/Hispanic	33%
White	12%
Arab	7%

4. Were there any unanticipated results, either positive or negative? What did you learn because of this grant?

We learned that the primary barrier that entrepreneurs of color face in leading advocacy campaigns is time. We minimize meeting and transit time by holding meetings in the community and bringing City officials out to businesses.

Second, the Boards and Commissions system is an important opportunity for leadership but is often inaccessible because people are unfamiliar with the system, the application process is overly intensive and intimidating, and connections with City officials are required for appointment. We began to address these issues by demystifying these Boards, by advocating for changes to the application and selection process, by introducing our leaders to officials and by helping applicants lobby for positions.

Third, it is important to have a critical mass of underrepresented voices on a committee, as opposed to one lone new person. This helps change the group culture and ensures active participation by the new members. We have added three native Spanish speakers as appointees to two Special Service District Boards that meet jointly. These three individuals will support and challenge each other to participate fully, and we are advocating for changes to the group culture to accommodate and retain the new participants.

5. As a result of your project, did any Minneapolis resident join a City board, commission, or other similar group? If yes, please describe (number of people, which group, etc.)

Special Service Districts – 4 appointees

Arts Commission – 1 appointee  
Police Oversight Review Board – 1 appointee  
Workforce Council - 1 appointee

6. If you have future plans for sustaining this program or project, please describe those plans.

The Lake Street Council has matching funds from the Minneapolis Foundation. We will continue some of this work, but our One Minneapolis application in partnership with LEDC was not approved for next year, so we will no longer be able to continue the effective work we have been doing on this program with LEDC.

7. Are there any other important outcomes as a result of this grant?

Our involvement of an increased number of entrepreneurs of color in the formulation of City policy has been successful in making policy more workable and equitable. For example, by bringing in owners of culturally-specific grocery stores, we helped ensure that language was removed from the Staple Foods Ordinance amendment that would have required all groceries to carry “staples” like peanut butter and cheese that are not regularly consumed in all cultures. We also brought in many business owners of color to inform the Mayor’s Business Made Simple proposal, which will guide City staff and the City Attorney in implementing significant changes to the licensing and inspections processes.

8. Do you have any plans to publicly share your results or findings? How (e.g. newsletters, community meetings, etc.)?

We are sharing what we have learned through meetings with other stakeholders including City representatives and other organizations that serves businesses.

9. How will your organization use the findings of this project?

As a result of this grant, we now have formed a habit of making sure that we invite entrepreneurs with us whenever we have the opportunity to meet with elected officials or staff or speak publicly on a policy issue. We have learned a lot about the barriers faced by individuals who would like to join leadership positions at the City level, and we will continue to encourage changes to that system.

10. How would you suggest others in the community benefit from your program?

We developed much more knowledge that we had previously about Boards and Commissions opportunities and the application process. We would be happy to share that information with other organizations who are recruiting so that they don’t have to reinvent the wheel.

11. How were you supported in your project?

We appreciated the invitation to give a presentation at the NCEC. It was an opportunity for one of our entrepreneur leaders to speak publicly, and a great opportunity for Lake Street Council to meet and learn about the commission.

12. Are there any suggestions you would like to make to improve the program?

No.

13. To help us continue the work of the One Minneapolis Fund, if you have any photos, videos or graphics relating to your program, please share them with us.

<b>Financials</b>
-------------------

1. Please attach an income and expense statement for this grant period. Also, include your original budget.
2. Please attach a statement including *actual* income and expenses.
3. Please feel free to include a narrative for any of your expenses and income, if necessary.
4. Please include a list of additional funders, including amounts received for this project or program.

**Attached are the original budget and the actual income and expenses, which includes a list of additional funders.**

Bob Cooper  
City of Minneapolis  
105 Fifth Avenue South, Room 200  
Minneapolis, MN 55401

July 31, 2015

Dear Mr. Cooper:

When former *Twin Cities Daily Planet* editor Mary Turck wrote the grant proposal for our *North Minneapolis Media Literacy Campaign* project, she envisioned the project building upon partnerships formed with North Minneapolis-based neighborhood organizations and a full year of well-attended, productive monthly "Newsroom Cafes" held at Northside venues. These candid conversations about community issues and media coverage had been attracting a growing number of residents, community organizers, and small business owners. Above all else, it was clear that participants were not pleased with how media depicted their community.

Terrific ideas for stories that would help flip the dominant media narrative about North Minneapolis emerged during these exchanges, but lacking instruction and experience with various media skills and tools, participants generally did not feel equipped, or have the confidence, to turn an idea into a publishable story. We began receiving requests from attendees for media training and coaching. A One Minneapolis Fund grant would provide us with the resources and support needed to help fulfill those requests.

Our project's focus would be a series of media skill-building workshops available free of charge to North Minneapolis residents in five areas: photography, news reporting, blogging, video production, and social media. There was an expectation that participants in this project would develop a deeper connection to their community that we hoped would translate into greater participation, supporting the City's aims around diverse and more inclusive leadership and engagement, where all communities are valued and heard.

To help us achieve our goals we recruited five highly qualified media professionals from a rich array of backgrounds. Bill Cottman, Ibrahim Hirsi, Kyle "Guante" Tran Myhre, Jordan Lee Thompson, and Chris Cloud would offer two or three workshops a piece at accessible Northside venues. Cottman would hold his workshop at his studio in the Capri Theater. The others would take place at North Regional Library and Juxtaposition Arts. Three community partners, West Broadway Business & Area Coalition (WBC), Northside Residents Redevelopment Council (NRRC), and Harrison Neighborhood Association (HNA) would assist with outreach, a role that was agreed upon going into the project, at planning meetings.

In the end, a total of 16 people of diverse backgrounds (African American, Caucasian, East African, and Asian American, and a range of ages and occupations) took part in the workshops. This was four short of the goal we had set and proposed. Several participants completed workshop sequences in multiple forms of media production, which is what we had wanted. The workshops were well received, earning high marks in evaluations. Best attended was the final workshop sequence, on video, which along with the blogging workshops (also well attended) attracted the most diverse participation.

Participants received instruction, asked questions, sought advice, and were provided feedback from instructors. The best workshops allowed ample time for exchanges about possible story ideas and the steps needed to shape a good idea into a published story. People who had never published, reported feeling encouraged and supported. They were also introduced to *Daily Planet* editor, Allison Herrera, who explained that participants were expected to produce at least one piece of publishable content for the *Daily Planet*, for which they would receive a stipend. Herrera walked people through the process of working with her to produce that content and met with them at various points outside of the workshops, and corresponded with them via email and other means.

As with any new project there were challenges with this one, but many of the challenges associated with this one came from unanticipated organizational changes. A number of staff changes occurred at the Twin Cities Media Alliance and *Daily Planet*, including the departure of long-time editor Mary Turck, who wrote the grant and was to be a key figure. There was also the loss of her immediate successors as editor, the community engagement editors and that position entirely, editorial support staff, and finally, the organization's founder and executive director.

As these changes occurred, we put our Northside Newsroom Cafes on hold, which meant a loss of a regular presence in the community. This hiatus resulted in a decline in the momentum that had been building prior to the grant.

Simultaneously there were departures of key staff at our partner organizations, most notably Kathy Dekrey, early in the process, and Ishmael Israel at NRRC, both of whom had been important contributors to the grant proposal and participants in our Newsroom Cafes. One of our other community partners, WBC, remained a strong and reliable partner, but Harrison Neighborhood Association was inactive once the project was ready to launch. As a result of these occurrences, we lacked much of the community outreach support we had anticipated and knew would be essential to effective promotion of—and hence participation in—the workshop series.

The other major challenge we faced was transforming participants' ideas, interest, energy, and new knowledge into published content. As editor, one of Allison Herrera's key roles was to push people to work with her to publish at least one article, photo essay, video, or blog. She reports that while the north Minneapolis workshop participants seemed engaged and interested in learning a creative outlet, the actual number of stories produced for the website remained low. Even knowing that stipends were available, the majority of participants did not produce the amount of content that we had expected or budgeted for. In some cases—e.g. a participant who had attended four of the five sets of workshops and was enthusiastic about producing articles, blogs, and videos—we remain perplexed about the lack of follow through.

In the end, we fell short of our goals for the amount of published content (articles, blogs, photo essays, videos) produced and therefore the number of Northside residents whose stories were told. Herrera speculates that limits on participants' time and the challenge of juggling other commitments with application of their new skills were likely contributing factors. During the course of the grant, she followed up with participants via phone and email and scheduled offsite office hours in North Minneapolis to help facilitate the production process.

While the amount of content produced is disappointing, we view this as the beginning of a relationship with those who did show interest and attended every class/workshop. Now that we've established a relationship, we will maintain contact with those individuals to help them report on their neighborhood. We were very pleased with the wonderful submissions that we did receive, multiple pieces of content coming from some participants.

Although we did not meet all of our goals, we did learn a great deal from this experience. Rather than be discouraged, we are actually encouraged to take those lessons and use them to develop a better model to continue this type of work in other communities. For similar projects moving forward we will work with community organizations with whom we have formed deep ties. The proposal will be drafted only after considerable conversation with community partners and residents. For this preliminary stage we will adapt an approach that former community engagement editor, Lolla Mohamed Nur and I used to design a CURA project in the Seward neighborhood.

To ensure that future projects are grounded in real community need, and to stir early interest and participation, we envision holding a community media summit, hosted by our community partners, to kickoff the process. This would be a primary source of resident input. At the same time, community members taking part in the summit would learn how they could utilize the *Daily Planet*, something that most people, regardless of community they live in, are unaware of, contribute to conversations at Newsroom Cafes, and learn from community workshops. We would stress that these are opportunities and platforms that allow residents to tell and share stories that offer a more nuanced narrative about their communities.

Community partners would have a much larger role in shaping future proposals as well, including the language, goals, and outcomes. Grants would be written only after a series of conversations with those partners had taken place. Identifying potential instructors and including them in the planning process would be immensely helpful, too, in ensuring that everyone involved in the project is on the same page from the very start. Strengthening buy-in and mutual understanding would be crucial to meeting project goals.

To support the City's aims around diverse and more inclusive leadership and engagement, and to engage and involve more neighborhood organizations, we would invite neighborhood organization participation in the media summit, seek staff and board input for the proposal, and incorporate neighborhood leaders in the workshops themselves, providing them with opportunities to introduce themselves to participants. All of this would help to create a broader and stronger investment in the project and a clearer link between media literacy and engagement in community life and affairs.

Because our organization is in a stronger place at this juncture than it was when the project launched, all of this is feasible. We are grateful for the support we received from the City of Minneapolis Neighborhood and Community Relations Department.

Sincerely,

Bruce Johansen  
Program Manager  
Twin Cities Media Alliance

**YouthCARE**  
**One Minneapolis Fund Final Report**  
**July 29, 2015**

YouthCARE has had a successful start to the After School Leadership Development Program funded by the One Minneapolis Fund. To date 31 youth have participated in programming with a core group of 12 youth attending regularly. Progress has been made in all three goals stated in the contract:

**Goal 1: Safaris in the City – Activities that focus on building outdoor and recreational skills in an urban environment.**

**Results:** 31 youth participated in at least one Safari activity. 17 of 19 youth surveyed feel confident in their ability to find and participate in positive recreational activities in their own community.

Throughout the course of the school year youth participated in over 35 Safari activities. Youth participate every Monday in activities that promote being physically active and encourage a connection to the outdoors. Some activities that have really stood out for the youth were a Nature Scavenger Hunt at Theo Wirth Park, Canoeing on the Chain of Lakes, Cross Country Skiing, Hiking by the Mississippi River, Ice Skating, Rock Climbing and Disc Golf. Many of the activities take place in north Minneapolis which shows the young people involved how they can access these types of activities on their own.



**Goal 2: Youth Leadership Project – Leadership development and civic engagement of 12 selected Camden-area youth. This will include weekly workshops and trainings focused on team building, communication and community identity. These youth will then work with LBNA to recruit youth and plan activities in the neighborhood. These youth also will participate in the LBNA Board.**

**Results:** 31 youth participated in a variety of leadership activities throughout the school year and summer. Of the 24 youth surveyed, 22 youth reported they have improved their leadership skills by participating in this program.

Youth did not get a chance to work with the LBNA board. Our primary contact and Executive Director of



the Neighborhood Association left without notifying us. She was the instigating factor for this partnership and without her support or anyone in her position for us to work with, we had a difficult time communicating with the board. Since we were unable to make leadership opportunities happen specifically with LBNA we focused our efforts and providing leadership opportunities for youth within YouthCARE's structure. Youth helped plan and lead a lock-in for over 125 teens at the North Community YMCA, they presented at the YouthCARE Board of Directors Meetings, helped another group of leaders with their annual pancake breakfast, and 7 of the youth got summer jobs in one of YouthCARE's employment programs.



YouthCARE staff provided many opportunities for youth to develop their leadership skills during the school year. Over 35 activities focused on developing their leadership and communication skills were offered this year. Furthermore, team building activities are incorporated into all of the activities offered each week, not just those on Wednesday evenings. In addition to the trainings, the group has done a variety of projects to help themselves develop their skills and serve the community, including: volunteering at the Animal Humane Society, presenting their art work to community members, speaking at YouthCARE Board of Directors meeting, soliciting book donations and distributing the books to other youth participants, creating resumes, visiting colleges and more. A big highlight for the group has been the work they did to plan their activities. As a group they looked at their budget, what they wanted to learn (and try) and then together worked out a plan for what they would do for the winter and spring sessions.

**Goal 3: Focus Area Sessions – Youth will spend one day per week focusing on one development area during each ten week session. These development areas will include Health and Wellness, Teen Tech and Arts and Culture.**

**Results:** 31 youth participated in a variety of activities throughout the school year and summer that focused on health and wellness, teen tech and arts and culture or a combination of two of them. Of the 26 youth surveyed 25 youth reported finding a new activity or hobby that they plan to continue after the program ends.

As with the other two focus areas over 35 sessions focused on Arts & Culture, Health & Wellness and Technology this school year. The Arts & Culture activities have been a big hit with the youth. Some of the highlights from the year have been working with Highpoint Print Making, partnerships with the teen groups at the Walker Art Center and

Minneapolis Institute of Arts, participating in Barebones Halloween Extravaganza, and creating mosaic's with tiles donated from Mercury Mosaics. Health & Wellness activities were also very popular.

YouthCARE partnered with the University of Minnesota Extension Cooking Matter's to provide youth with the opportunity to learn how to cook a healthy meal each week and then take home groceries to make the meal for their families. Other partners included Planned Parenthood (sexual health and

healthy relationships), Mary Skelly (yoga), and significant support from Minneapolis Parks providing space and equipment. Youth also learned about how to access the local Nice Ride bikes and toured north Minneapolis on bikes. Teen Tech activities were offered in the spring and incorporated some of the skills the youth learned throughout the school year, such as digital photography, creating a pod cast about healthy eating, and learning about how to use technology to live a healthy lifestyle. Youth also learned about creating a positive image of yourself and staying safe while online, as well as tips and techniques to use internet resources to keep track of information long term.



**Summary:** Overall the youth involved in the project developed leadership skills, learned about how to engage in positive activities in their community, and connected with youth from different backgrounds

and cultures. Even though YouthCARE was unable to connect the young people in the community to the neighborhood association, we believe the youth learned about how to be positive role models and the importance of taking a leadership role in their community through other activities. We did not seek a second year of funding for this project because we believed it was important for us to work with a partner who we had a stronger relationship with to provide leadership development to. We are excited to be partnering with Little Earth of United Tribes for the year coming ahead, a community partnership that we have had for over 25 years.



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## **Politics is Local Update April 2015**

After two Knowledge Exchanges we have engaged 40 Equity Action Leaders in deep dialogue about the historic and current context of structural racism, city policy making processes and our collective power. These Knowledge Exchanges have lived up to their name. As a team we have harvested critical and generative feedback from the leaders we are engaging, with Ned Moore and Malik Holt-Shabazz from CURA taking the lead in detailed documentation of participant feedback.

After hosting our Fall Knowledge Exchange we have been working to download, synthesize and apply the feedback from leaders who participated. The feedback encouraged us to make significant changes to the Politics is Local curriculum to help us achieve our goal of being impactful and useful for grassroots folks. We added a Thursday dinner to the process, changing the knowledge exchange to a three day experience, in order to give participants more time to build trust with one another and the facilitators. We also tweaked the order and content of the two day training agenda, with a particular focus on strengthening the second day of the training by adding more detailed organizing scenarios. In addition to evolving the curriculum we have also added new leaders into the facilitation team, including NACDI Community Organizer Ashley Fairbanks.

Our second Knowledge Exchange was hosted by Ashley and our partners NACDI in the All My Relations Gallery April 2nd - 4th. Fifteen Equity Action Leaders representing diverse cultural communities participated in the April Knowledge Exchange. Our next step as a facilitation team is to meet for reflection on April's session, apply the feedback of the group and begin invitations for our June Knowledge Exchange taking place June 11-13th at Hope Community.

This has been a truly collaborative process with the following organizers planning and leading the sessions:

Hope Community: Chaka Mkali and Jake Virden  
NACDI: Ashley Fairbanks  
CURA: Ned Moore and Malik Holt-Shabazz  
Voices for Racial Justice: Gabriella Deal-Márquez