



# Minneapolis Forward: Community Now Coalition

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# Minneapolis Forward: Community Now Coalition

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On June 9, 2020, Mayor Jacob Frey and City of Minneapolis Council Vice President Andrea Jenkins announced the formation of the Minneapolis Forward: Community Action Now Coalition to help accelerate repair and recovery efforts in Minneapolis following the civil unrest and public response to the death of George Floyd.

Participants in the Minneapolis Forward: Community Now Coalition reflect leadership from Twin Cities foundations, businesses, and community organizations who will work together to rebuild and repair Minneapolis as a stronger and more equitable and inclusive city. The Coalition is a cross-sector action team whose work will be guided by the expertise of Black people, Indigenous communities, People of Color, and Immigrants, including young people.

On August 9, 2020, members of the Minneapolis Forward: Community Now Coalition issued recommendations from the first of three planned work cycle sprints. Additional recommendations will be presented to the public through August 2020.

## Core Strategy Team

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### ***Core Strategy Team***

Marcus Owens, African American Leadership Forum  
Kenya McKnight-Ahad, Black Women's Wealth Alliance  
Yusra Arab, City of Minneapolis, 6th Ward  
Anisha Murphy, Community Reinvestment Fund  
Anthony Taylor, Cultural Wellness Center  
Chonburi Lee, Hmong American Partnership  
Henry Jiménez, Latino Economic Development Center  
Roxanne Anderson, Minnesota Trans Health Coalition  
Robert Lilligren, Native American Community Development Institute  
Mike Temali, Neighborhood Development Center

### ***Co-Chairs***

Felicia Perry, Executive Director of the West Broadway Business and Area Coalition  
Allison Sharkey, Executive Director of the Lake Street Council  
Jonathan Weinhagen, President & CEO of the Minneapolis Regional Chamber

The Minneapolis Foundation serves as fiscal agent for this work.

## 8 Areas of Action

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The Coalition's recovery work includes support for the following eight areas of action:

<b>Business Retention</b>	Develop and deploy resources to preserve in the community the businesses and cultural institutions that were there before the death of George Floyd whether or not the property owner chooses to rebuild or repair the directly impacted buildings.
<b>Prioritize BIPOC/Minority-Owned Businesses</b>	Develop and deploy resources for BIPOC/minority-owned businesses and nonprofits that owned or leased space in a building that was destroyed or directly impacted and where insurance will not cover the loss.
<b>Supporting Entrepreneurs who Invest in the Community</b>	Create a climate in the impacted communities that supports community businesses with access to capital, mentorship and network resources to grow in place, hire from the community, and seed prosperity.
<b>Real Estate Owners &amp; Tenants</b>	Develop resources for owners whose properties have been destroyed and directly impacted and where insurance will not cover the loss. Create wealth building opportunities through prioritizing BIPOC community real estate ownership and investment, including first right of refusal for current tenants.
<b>Housing Preservation</b>	Develop and deploy resources to allow displaced residents to stay in the community through the replacement or repair of residences destroyed and directly impacted and where insurance will not cover the loss.
<b>Inclusive Economic Solutions</b>	Assure that the resources procured and developed prioritize economic inclusion, quickly stabilize immediately impacted communities, and create capacity to envision and launch projects with an emphasis on healing and cultural wellness and participation by BIPOC/minority-owned businesses in the rebuilding of these historically neglected neighborhoods.
<b>Immediate Needs of Impacted Residents</b>	Assure that the resources developed address the critical needs of food, transportation and healthcare and cultural wellness needs for impacted residents.
<b>Reimagining Public Spaces</b>	Rebuilding allows spaces to be redesigned to better serve the people of the community. Focus on enhancing the physical environment in a way that reflects the community of today built on ideas from the impacted community. Our transformed public spaces will stimulate the local economy by strengthening connections, and promoting mobility, and physical and mental health benefits.

## Cycle 1 Recommendations

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The first round of Coalition recommendations focused on four key areas of action including: business retention, prioritizing BIPOC/minority-owned businesses, supporting entrepreneurs who invest in the community, and real estate and investment.

# Area 1: Business Retention

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Develop and deploy resources to preserve in the community the businesses and cultural institutions that were there before the death of George Floyd whether or not the property owner chooses to rebuild or repair the directly impacted buildings.

## **Working Group Members**

Anthony Taylor, Cultural Wellness Center

Chonburi Lee, Hmong American Partnership

Jonathan Weinhagen, Minneapolis Regional Chamber

Mike Temali, Neighborhood Development Center

**Recommendation 1** **Deploy Additional Community Navigators** to help direct affected businesses to resources. Expand on the existing infrastructure by increasing the number of navigators who are community-based. Navigators are responsible for matching businesses to the organizations or resources that will best meet their needs.

**Recommendation 2** **Provide Intentional Technical Assistants to Support Impacted Businesses.** COVID-19 and recent civil unrest has increased the technical needs of many businesses. Technical assistance programs should be expanded to include specialists skilled in web-based platforms that can aid businesses in creating or increasing their online sales and pivot their business model to adapt to a COVID customer reality. Building out the Minneapolis B-tap program is one good approach among others.

**Recommendation 3** **Find and Support Temporary Spaces for Businesses that have been Displaced.** Work with local existing venues or vacant buildings to accommodate temporary operations for displaced businesses. This includes financial assistance in the costs associated to marketing, physical relocation, and modifications needed at the temporary site.

**Recommendation 4** **Provide Customized Financial Support for Impacted Businesses.** Develop unrestrictive financial assistance programs aimed to help businesses that are unable to obtain sufficient federal and state dollars through existing programs. For example, loan forgiveness after a certain period of interest-only repayment, such as the terms for loans offered by NDC, or loans with flexible repayment options. Also consider support for the Midtown Global Market and Mercado Central to help bridge the uncertainty for the next 12 to 24 months.

**Recommendation 5** **Be Attentive to the Cultural Elements in the Community.** Programs should be designed to be culturally cognizant, reduce disparities in access and eligibility, and increase assistance availability to the communities identified as having greater needs or at greater risk.

## Area 2: Prioritize BIPOC/Minority-Owned Businesses

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Develop and deploy resources for BIPOC/minority-owned businesses and nonprofits that owned or leased space in a building that was destroyed or directly impacted and where insurance will not cover the loss.

### **Working Group Members**

Yusra Arab, City of Minneapolis, 6th Ward

Robert Lilligren, Native American Community Development Institute

Marcus Owens, African American Leadership Forum

Felicia Perry, West Broadway Business and Area Coalition

**Recommendation 1** **Develop a Standardized Assessment Tool.** Develop an on the ground direct outreach to businesses directly or indirectly impacted by uprising, in order to get comprehensive needs assessment. This can be a standard way to assess damages that were incurred from the civil unrest. Bring that data back and put it into an aggregate pool. Prepare pool of business/entrepreneur navigators.

The standard assessment tool should be simple and adaptable so that communities can make them accessible to the people they serve. Make adaptations for language and cultural differences but the data points are standardized across the city. Questions should be straightforward enough to get the information needed to identify gaps and curate support.

**Recommendation 2** **Develop Community Navigators Capacity.** Support includes reading paperwork, responding to notices, knowing who to call and location/relocation assistance. Navigators would step in after assessment is done to assist with connecting to the following: financial services institutions, grants, loans, and government program applications.

Additionally, invest in technical assistance providers to help with legal, financial, insurance, business planning, and relocation. These providers would be the host/hub of the navigators. This would be an additional capacity built within to compliment Technical Assistant Business Consultants.

The pool of navigators should come from combined pool of volunteer and paid consultants to support businesses and entrepreneurs. Prioritize hiring and training workers from the communities served.

**Recommendation 3** **Expanded Financial Resources.** A broad spectrum of financial tools and resources for impacted communities including: 0% to Low Interest rates and or/forgivable loans; assistance with maintain payroll and help identifying temporary locations; tiered financing options tiered and based on size of business to prioritize businesses in need of additional support.

# Area 3: Supporting Entrepreneurs who Invest in the Community

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Create a climate in the impacted communities that supports community businesses with access to capital, mentorship and network resources to grow in place, hire from the community, and seed prosperity.

## **Working Group Members**

Yusra Arab, City of Minneapolis, 6th Ward

Robert Lilligren, Native American Community Development Institute

Marcus Owens, African American Leadership Forum

Felicia Perry, West Broadway Business and Area Coalition

**Recommendation 1** **Enhance Community Level Wealth Building.** Encourage a culture of community level wealth building within the city of Minneapolis.

**Recommendation 2** **Creation of Small Business Academy.** Create a space to plan; short, mid, long term planning support that creates flexibility, adaptability in support of a business/entrepreneur's vision.

**Recommendation 3** **Create A Risk-Taking Space For Entrepreneurs.** Create space to fail without losing access to future financing opportunities.

**Expand Available Financial Resources.** Engage with traditional financial institutions to bring resources directly to community level businesses. Offer Fractional Executive (F/E) Management: Executive support provided to individual businesses to provide functional services to stabilize and grow businesses (i.e. CEO, CMO, COO), Operational, Financial, Strategic Planning and management).

Additional supports could include:

## **Recommendation 4**

- Supply Procurement for Impacted Corridors (Expense Optimization)
- Corridor/industry level buying of raw materials, utilities and infrastructure
- Cooperative Business Ownership (I.E. Sole Properties collaborating for contracts)
- Worker Owned Opportunities
- Conversions, Mergers, and other opportunities



## Area 4: Real Estate Owners & Tenants

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Develop resources for owners whose properties have been destroyed and directly impacted and where insurance will not cover the loss. Create wealth building opportunities through prioritizing BIPOC community real estate ownership and investment, including first right of refusal for current tenants.

### *Working Group Members*

Kenya McKnight-Ahad, Black Women's Wealth Alliance  
Anisha Murphy, Community Reinvestment Fund  
Henry Jiménez, Latino Economic Development Center  
Roxanne Anderson, Minnesota Trans Health Coalition  
Allison Sharkey, Lake Street Council

**Recommendation 1** **Additional Funding** Specific funding solutions, strategies and tactics that will accelerate economic growth and sustainability. Focused on 1) emergency support for entrepreneurs, land acquisition, business redevelopment, cultural organizational capacity building; innovative citywide economic tools and resource allocation.

**Recommendation 2** **Business Retention & Cultivation.** Core strategies and tactics, solutions to retaining & cultivating business through economic & development inclusion, increased community ownership and intentional investments along key opportunity zones that advances a citywide economy including:

- Support for entrepreneurs interested in real estate
- Real estate project management & brokerage
- Subsidy for commercial space
- Prospective community commercial ownership
- Cultural CDC commercial & residential
- Cultural & Economic tools to support historical black-owned & emerging businesses commercial land & business ownership.

**Recommendation 3** **Cultural & generational sustainable development** to increase generational wealth building across BIPOC communities that stabilizes neighborhoods, local markets, and a citywide economy.

# Engaging Corporate/Philanthropic Partners

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We all have a role to play in rebuilding our city.

**Private, philanthropic, and non-profit partners will be critical partners through:**

- Funding
- Volunteering
- Skills/Expertise

Learn more and get involved at [minneapolismn.gov/MinneapolisForward](http://minneapolismn.gov/MinneapolisForward).

Contributions can be made through the City of Minneapolis website:  
<http://www2.minneapolismn.gov/minneapolisforward/index.htm>

Private, philanthropic and non-profit partners interested in partnering with the Minneapolis Forward: Community Now Coalition should contact:

**Shauen Pearce**

Director of Economic Development and Inclusion Policy  
[Shauen.pearce@minneapolismn.gov](mailto:Shauen.pearce@minneapolismn.gov)

## Next Steps

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The Minneapolis Forward: Community Now Coalition will meet twice weekly through August to develop recommendations on eight areas of action. The Coalition’s work is divided into three work sprint cycles outlined below. The Coalition will hold Virtual Press Briefings at the end of each sprint cycle to bring recommendations forward to the public.

<b>COALITION WORKING GROUP SPRINT CYCLES</b>		
<b>CYCLE 1 (June 29 – July 24)</b>	<b>CYCLE 2 (August – September)</b>	<b>CYCLE 3 (August - October)</b>
<ul style="list-style-type: none"> <li>• Business Retention</li> <li>• BIPOC &amp; Minority-Owned Business</li> <li>• Supporting Entrepreneurs who Invest in Community</li> <li>• Real Estate Owners &amp; Tenants</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusive Economic Solutions</li> <li>• Reimagining Public Spaces</li> </ul>	<ul style="list-style-type: none"> <li>• Housing Preservation</li> <li>• Meeting Ongoing Immediate Needs of Residents</li> </ul>