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SCOUTNORTH  
&  
NORTHSIDE MAKER DISTRICT

Prepared by the

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# AGENDA

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- Executive Summary
  - Research Findings
  - Recommendation One: *ScoutNorth Filter*
  - Recommendation Two: *Northside Maker District*
  - Conclusion
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# EXECUTIVE SUMMARY

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## OBJECTIVE

Create or find 300 jobs for North Minneapolis residents by 2016

## RESEARCH FINDINGS

- Target population
- Local businesses
- Workforce training programs
- Best practices

## RECOMMENDATIONS

- ScoutNorth Filter
  - Maker District
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# RESEARCH & FINDINGS OVERVIEW

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- Target population (North Minneapolis residents)
  - North Minneapolis businesses (employers)
  - Regional rapid-growth businesses
  - Workforce development programs
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# TARGET POPULATION

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- Lack of awareness of job opportunities
  - Underprepared for employment
  - Transportation issues
  - Personal barriers
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# EMPLOYERS

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- Struggle to source reliable workers from North
  - Varied expectations for prerequisite training, certifications, and education
  - Have employment opportunities, but unaware of community programs to connect them with qualified workers
  - Willing to participate if programs provide fit, consistent product, and are low-cost
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# WORKFORCE PROGRAMS

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- Struggle to market programs to target population and employers
  - Frequently have high dropout rates, especially if program has strict attendance policies
  - Program trainings overlap with each other
  - Existing relationships with employers drive job placement
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# BEST PRACTICES

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## DEMAND-SIDE APPROACH

- Attract businesses to area
- Expands tax base, but 8 out of 10 jobs go to non-residents

## SUPPLY-SIDE APPROACH

- Workforce training programs
- Small business creation / entrepreneurship

## SECTOR / CLUSTER STRATEGY

- Large local investment
  - Requires anchor institution(s)
  - Incorporates both supply, demand approaches
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RECOMMENDATION ONE

SCOUTNORTH FILTER

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# CURRENT SEARCH SCENARIO

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# OVERVIEW

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A Web-based platform that connects local employees, employers, and training programs using an easy-to-use, custom-tailored system.

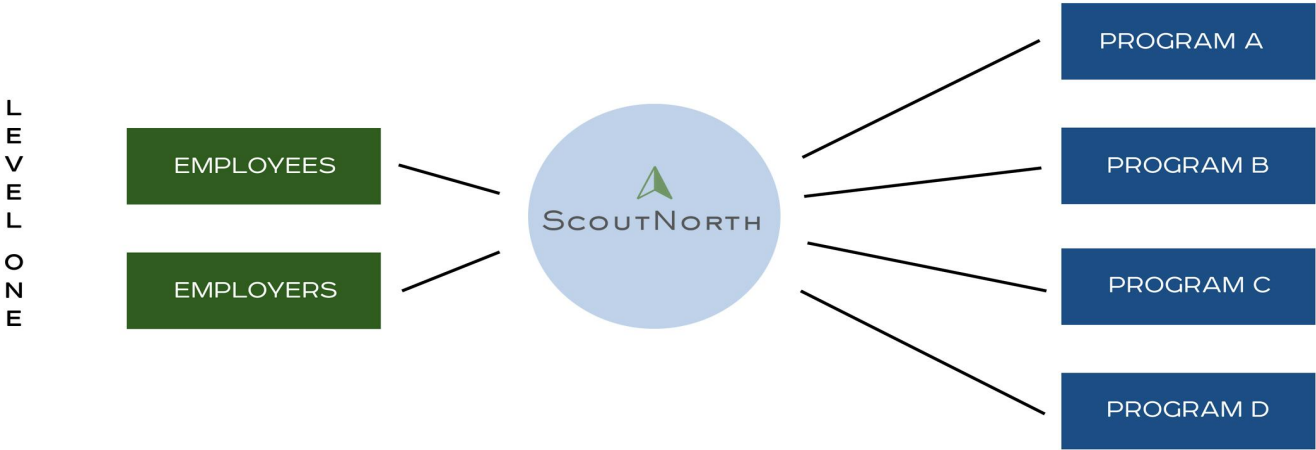
## EMPLOYEES

- Input information regarding their background, experience, and desired industry
- Filter determines optimal training programs
- Connect directly with best-fit program and enroll

## EMPLOYERS

- Input information regarding job openings and talent needed
  - Filter determines optimal training program to source from
  - Employee works with program to hire out-coming trainees
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# ScoutNorth Scenario





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ScoutNorth allows neighboring employees, training programs, and employers to connect through a single simplified and customized network in order to take advantage of employment opportunities faster and easier. Tell us about what you want to see in your next job or employee and our scout platform will provide a full range of options based on your expectations.

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LET'S GET STARTED.

I AM AN EMPLOYEE

I AM AN EMPLOYER

# EMPLOYEE PAGE



NAME:  GENDER:

ETHNICITY:

PHYSICAL / MENTAL DISABILITIES:

WORK EXPERIENCE YEARS:  INDUSTRY(S):

EDUCATION EXPERIENCE:

CRIMINAL RECORD\*:

TRANSPORTATION FLEXIBILITY:  LOW  HIGH

SCHEDULE FLEXIBILITY:  LOW  HIGH

EMPLOYMENT PROHIBITORS:  LOW  HIGH

DESIRED INDUSTRY:

# EMPLOYER PAGE



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COMPANY NAME

INDUSTRY

NUMBER OF EMPLOYEES

POSITIONS OPEN?

SALARY:

HOURS / WEEK:

FUNCTION:

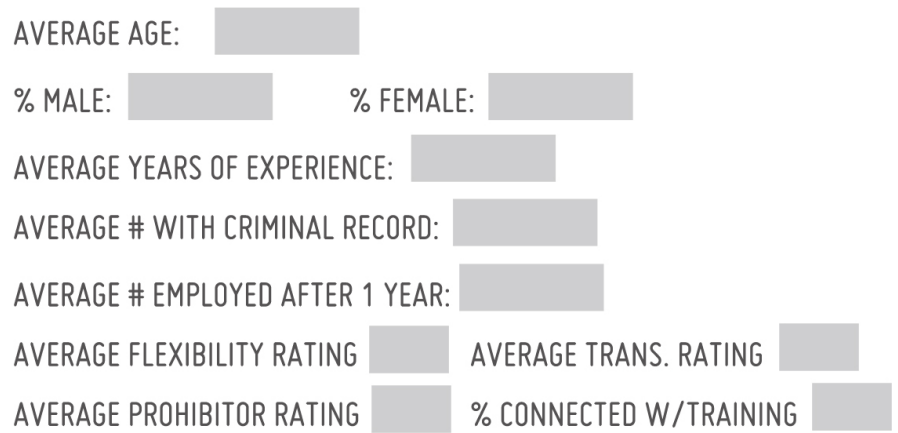
PHYSICAL / TRAINING REQUIREMENTS:

TRANSPORTATION REQUIREMENTS:

PRIMARY CONTACT:

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# ANALYTICS PAGE





# SCOUTNORTH FILTER

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## BENEFITS

- Increases visibility of training programs
- Decreases training program attrition
- Improves employer/employee fit
- Real-time demographics data

## KEY PARTNERS

- Workforce development programs (buy-in)
  - METP (owner)
  - Trainees (adoption)
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# IMPLEMENTATION STRATEGY

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## SCHEDULE

- 4-6 Months

## EST. COST

- Design and development
- Hardware and facilities
- Maintenance

## IMPLEMENTATION

- Contractor
- IT Company

	<b>Contractor</b>	<b>IT Company</b>
<b>System Building Cost</b>	\$54,250	\$70,525
<b>Hardware and Facilities</b>	\$1,000	\$1,000
<b>Maintenance (annually)</b>	\$10,850	\$14,105
<b>Total cost</b>	<b>\$66,100</b>	<b>\$85,630</b>

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RECOMMENDATION TWO

**NORTHSIDE MAKER DISTRICT**

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# OVERVIEW

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The Northside Maker district is a proposed designated set of neighborhood blocks within North Minneapolis focused on reviving and strengthening the manufacturing of goods in Minnesota.

This district would consist of...

- Privately owned factory/office space
- Studio/cooperative facility
- Office/retail space
- Residential space

And its capabilities could include...

- Industrial sewing and apparel manufacturing
  - Knitting/weaving operations
  - Footwear manufacturing
  - Furniture manufacturing
  - Other disciplines (Ceramics, leather, woodworking, etc.)
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# JUSTIFICATION

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- Historical relevance to the area (Munich)
  - Availability of qualified labor
  - Strength of manufacturing network
  - Presence of Target and other able sponsors
  - Availability of under-utilized real estate
  - Distribution channels through Twin Cities
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## KEY PARTNERS

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- State of Minnesota
  - City of Minneapolis
  - NJCT
  - ArtSpace
  - The Makers Coalition
  - MCTC & Dunwoody
  - Target & Other Local Corporations
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# IMPLEMENTATION

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## Phase 1: Planning & Sourcing (One Year)

- Identify location and potential manufacturers
- Forecast necessary investment and funding required
- Develop training program and source employees

## Phase 2: Construction (Two Years)

- 1) Anchor manufacturing facilities
- 2) Cooperative spaces
- 3) Residential & retail

## Phase 3: Growth & Procurement

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# IMPLEMENTATION

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- 1) Assemble influencers/professionals to study the opportunity
    - Private manufacturers
    - Government officials
    - Industry professional consultants
    - Consult with existing organizations (SF Made)
  
  - 2) Build cross-functional implementation team
    - Sales/marketing
    - Training program (Makers Coalition)
    - Industry stakeholders
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# FINANCIALS



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## ESTIMATED INITIAL INVESTMENT

### ANCHOR MANUFACTURING FACILITY

Land and Building	\$2,500,000.00
Machinery/Office Equipment	\$1,000,000.00
Facility Improvements	\$1,000,000.00

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*Estimated Initial Investment* **\$4,500,000.00**

## ESTIMATED REVENUES

2014

2015

2016

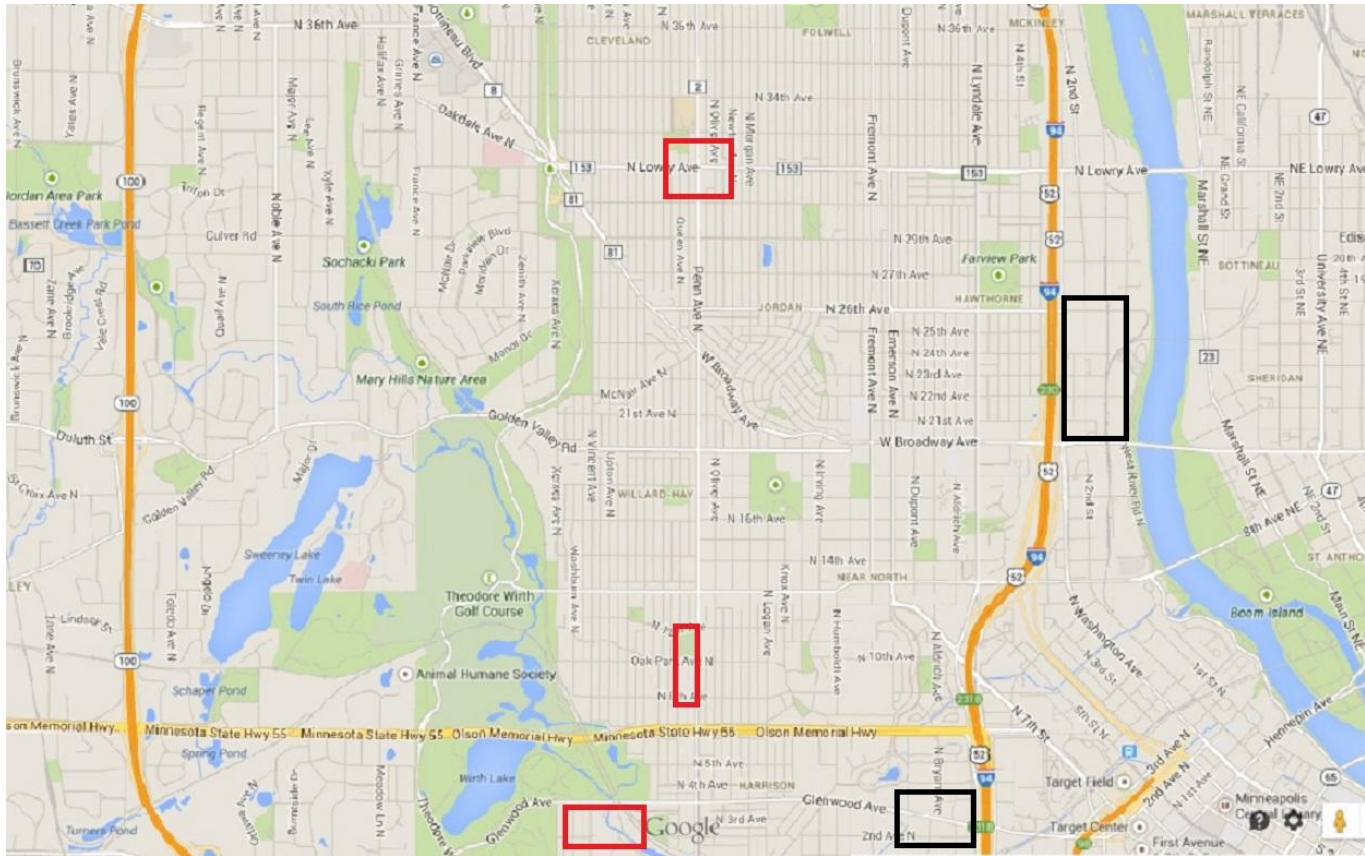
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### ANCHOR MANUFACTURING FACILITY

Sales	0	\$4,000,000.00	\$4,800,000.00	\$9,953,280.00
Cost of Goods Sold	0	\$2,057,600.00	\$2,469,120.00	\$5,119,967.23
Gross Margin	0	\$1,942,400.00	\$2,330,880.00	\$4,833,312.77
Net Income	0	\$315,600.00	\$378,720.00	\$785,313.79
Est. Number of Employees	0	75	100	170

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# LOCATION



# RESULTS

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- Significant job creation
  - Expanded tax base
  - Increase retail opportunity
  - Improved real estate market
  - Subsidized housing & studio space for artists
  - Reinvent perceptions of North Minneapolis
  - Strategy for future growth in Minneapolis and beyond
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# QUESTIONS

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