

**Building stronger
urban communities**

in partnership with North Minneapolis

UROC | Urban Research and
Outreach-Engagement Center

UNIVERSITY OF MINNESOTA
Driven to DiscoverSM

NJCT Report to Mayor Hodges Summer 2014

The University of Minnesota is an equal opportunity educator and employer.

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Agenda

- NJCT History
- NJCT Membership
- Mission/Vision
- NJCT Model
- Research Recommendations
- Overall Progress
- Next Steps
- Funding NJCT
- Our Ask

NJCT History

- Governor's Job Summit in 2010
- Appointment of the Urban Initiatives Board
- Meeting with DEED and the Senior Advisor to the Governor on Jobs
- Engaging the Collaborative
- Initial Funding by UROC
 - Brainstorming sessions
 - Engaging Carlson Consulting Enterprises

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NJCT Membership

- African American Leadership Forum – Economic Development Circle
- Ascension Church
- Black Chamber of Commerce
- Carlson Consulting Enterprise
- Carlson Ventures Enterprise
- City of Minneapolis, Community Planning and Economic Development
- Governor's Urban Initiative Board, State of Minnesota
- Local business leaders Tim Baylor and Timothy Childs
- Minneapolis Public Schools
- Minneapolis Urban League
- Natural Resources and Research Institute, University of Minnesota, Duluth
- NEON – Northside Economic Opportunity Network
- North Hennepin Community College
- Northside Funders Group
- Pillsbury United Communities
- Summit Academy OIC
- Twin Cities United Way
- UROC, University of Minnesota

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JCT Vision Statement

We envision North Minneapolis as a community with many qualified residents and where all that want and need employment can find a living wage job. We recognize the benefit of having employment opportunities in close proximity to employees and which are accessible by public transportation.

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JCT Mission Statement

To build an active collaborative that will provide the leadership for the research and analyses of high potential job creation opportunities. Our collaborative will use the recommendations of that research to engage all of the stakeholders in the development of 1,000 jobs in North Minneapolis over the next five years. These jobs will offer livable wages, with benefits, and are environmentally sound.

NJCT Model

- Exploratory research to identify viable, profitable, and sustainable business sectors
- Deep dive research into these options
- Collaboratively create an implementation plan for business expansion or relocation
- Engage and mobilize stakeholders to implement plan

Research Recommendations

- Establish a North Minneapolis Food Cluster around CFE and aeroponics
- MPS sandwich production moved in-house
- Explore “Makers District” to attract manufacturing
- Implement the Scout North Filter concept
- Explore creation of business park in North Minneapolis

Overall Progress

- 300 jobs by end of 2016
 - Cut Fruit Express - up to 150 positions
 - Living Greens Farms - 30 positions within two years
 - MPS Nutrition Center - 20 positions
 - Olu's Home Inc. - 80 to 90 positions
 - MNSOAR - 38 positions, with growth potential

Next Steps

- Strategic plan to establish a Makers District
 - Deep-dive research to determine if textile and shoe mfg. prospects are viable prospects for North Minneapolis
- Engage stakeholders in support of a Food Cluster and Makers District
- Research and invest in a North Minneapolis business park, in partnership with DEED, City of Minneapolis and other public sector organizations
- Support/research relocation/expansion efforts of current prospects:
 - Cut Fruit Express
 - Living Greens and/or other potential aeroponics firms
 - MNSOAR
 - Medtronic

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Funding NJCT

NJCT Budget - 2013 -2017

Category	2013 Cost	2014 Cost	2015 Cost	2016 Cost	2017 Cost	Project Total
UROC Personnel - In-Kind	\$56,000	\$56,000	\$56,000	\$56,000	\$56,000	\$280,000
CPED Resources - In-Kind	\$155,000	\$155,000	\$155,000	\$155,000	\$155,000	\$775,000
Contracting - NFG Support	\$76,000	\$111,000	\$199,000	\$179,000	\$169,000	\$734,000
Supplies	\$6,500	\$6,500	\$6,500	\$6,500	\$6,500	\$32,500
Travel	\$0	\$2,500	\$5,000	\$0	\$0	\$7,500
Total	\$293,500	\$331,000	\$421,500	\$396,500	\$386,500	\$1,829,000

Our Ask

- Continued support of the Mayor, CPED Director and expansion of the Grow North initiative
- Recognition and reference to the NJCT as the Job Creation Collaborative for Northside in public remarks
- Utilization of Minneapolis Employment & Training Program in defining and advancing the value added training for existing and potential businesses
- CPED to lead NJCT in the creation of a business park to accommodate businesses interested in expansion or relocation
- Support continued funding of the NJCT through all potential sources