

**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 NFG Summer 2014

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

Agenda

- Mission/Vision
- 2014 Budget Update
- Spring Semester Goals
- CCE & CVE Results and Recommendations
- Real Estate Mapping Project
- Updates on Overall Progress
- Big Picture - Next Steps
- Fall Semester Plan
- Advice, Counsel & Participation

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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.

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2014 Budget

Category		Cost	NFG Roll Over from 2013	Match/In- Kind	Northside Funders Support
UROC Personnel - In-Kind					
	UROC Executive Director (.05 FTE)	\$7,500		\$7,500	
	Project Coordinator (.25 FTE)	\$22,500		\$22,500	
	UROC Director of Research (.05 FTE)	\$3,500		\$3,500	
CPED Resources - In-Kind					
	Project Coordinator - Northside (.75 FTE)	\$67,500		\$67,500	
	Project Coordinator - Northside (.75 FTE)	\$67,500		\$67,500	
	Director of Economic Development Policy (.10 FTE)	\$20,000		\$20,000	
Contracting					
	Carlson Consulting Enterprise	\$60,000	\$20,000		\$40,000
	Real Estate Mapping - NAM	\$15,000	\$8,878	\$6,122	
	Project Director (.5 FTE)	\$36,000			\$36,000
Supplies - In-Kind					
	Printing - copies	\$2,000		\$2,000	
	Convening	\$3,000		\$3,000	
	Asset Mapping- GIS Licensing	\$1,500		\$1,500	
Indirect Cost	0%	\$0			\$0
Total		\$306,000	\$28,878	\$201,122	\$76,000

2014 Budget Update

NFG Funding for Fall 2014 - Rollover and Additional Award						
Category			Rollover and Additional Spring Funding	Spent		Rollover and Additional Fall Funding
Contracting						
	Carlson School of Management		\$40,000			\$28,000
	Carlson Ventures Enterprise -full term			\$20,000		
	Carlson Consulting Enterprise - b term			\$5,000		
	Carlson Ventures Enterprise - b term			\$5,000		
	Calson Ventures Summer Intern			\$2,000		
	Real Estate Mapping - NAM		\$8,878	\$8,878		
	Project Director (.5 FTE)		\$18,000	\$18,000		\$18,000
Total			\$66,878	\$58,878		\$46,000

Spring Semester Goals

- Contract with CCE and CVE
 - Analysis of “Maker District” concept
 - Barriers to Employment in North
 - Analysis of MPS Food Production
 - Deep-Dive on aeroponics industry
- Complete Northside Real Estate Mapping Project
- Support CFE, Living Greens, MPS, Olu’s Homes Inc.
- Pilot Project with ME&T (CPED) around Hiring North Residents for North Jobs

CCE & CVE Recommendations

- Explore “Maker District” to attract manufacturing
- Consider a joint venture with ME&T to explore the Scout North Filter concept
- Establish a North Minneapolis Food Cluster around CFE and aeroponics (must resolve land and site issues)
- MPS Recommendations
 - Bring sandwich production in-house for MPS and supply SPPS as well
 - Increase participation rates and free/reduced meal enrollment at MPS
 - Do not bring fruit and vegetable processing in-house

Real Estate Mapping Project

- Accomplishments
 - Create database and query tool of existing Northside properties
 - Pilot Project – Ground Truth Verification
- Recommendations & Barriers
 - Limited number of properties currently listed as available
 - Lack of available contiguous vacant property
 - Limited potential for large industrial relocation without significant infrastructure investment
 - Necessity for data reliability and verifiability
 - The lack of an industrial park for job creation and employer expansion possibilities
 - How to maintain and sustain the Real Estate Mapping database

Overall Progress

- 300 jobs by end of 2016
 - Cut Fruit Express – willing to relocate – up to 150 positions
 - Living Greens Farms – willing to expand– 30 positions within two years
 - MPS Nutrition Center – 20 positions
 - Olu’s Home Inc. – in-process of relocation to old City Inc. property – between 80 and 90 positions
 - MNSOAR – willing to relocate – currently 38 positions, with growth potential
 - Need a strategic plan to support the establishment of a Maker District
 - Deep-dive research to determine if textile and shoe mfg. prospects are legitimate
 - Need to organize stakeholders to support the research that a Food Cluster and Makers District are real possibilities and require public sector investments
 - Engage and convince DEED and other public sector jurisdictions to invest in a North Minneapolis industrial park and support relocation/expansion efforts of current prospects
 - Cut Fruit Express
 - Living Greens
 - And other aeroponics potential

Fall Semester Plan

- NJCT Strategic Planning & Evaluation
- Contract with CCE and/or CVE for fall semester
 - Deep-dive “Maker District” anchors
 - Faribault Woolen Mills
 - Redwing Shoes
 - Initiate research to see if the Medtronic expansion could be a possibility for North Minneapolis.
- Pursue creation of the Scout North Filter in collaboration with U of M and ME&T
- Research & target land acquisition for industrial zone
 - Build support in the community
 - Build support with elected officials and local units of Government
- Pursue funding for full Ground Truth Verification for Real Estate Mapping Project
- Continued support of CFE, Living Greens Farm, MNSOAR, MPS and Olu’s Home Inc.
- Continued work with ME&T on hiring of Northside residents by existing Northside employers
- Determine if there is evidence that current North Minneapolis skills training programs are making an impact on the high levels of unemployment

Advice, Counsel & Participation

- Strategic Planning and Evaluation
 - Engagement of Twin Cities United Way & other philanthropic orgs interested in strategic planning
- Join NJCT in organizing appropriate small, stakeholder, task group to lead/drive the investment in creating an industrial park for North MPLS to accommodate businesses interested in expansion or relocation
- Assist NJCT in planning how to advance the value added training for firms most likely to relocate to North Minneapolis, including manufacturing, the Maker District and the food corridor
- Approaching multi-jurisdictional government orgs required for the expansion and creation of 1,000 jobs by 2018