

Minneapolis Promise Plan



West Broadway business owners, artists, and iconic textures make up this photographic mural commissioned by the West Broadway Business and Area Coalition. Courtesy of Jake Armour of Armour Photography.

Lead Applicant: City of Minneapolis

Key Partners: Build Wealth, Domestic Abuse Project, Generation Next, Hennepin County, Local Initiatives Support Corporation --Twin Cities, Metropolitan Council, Minneapolis Community & Technical College, Minneapolis Parks and Recreation, Minneapolis Public Housing Authority, Minneapolis Public Schools, NorthPoint Health and Wellness Center, Northside Achievement Zone, Northside Funders Group, Pillsbury United Communities, Project for Pride in Living, University of Minnesota, Urban Homeworks, West Broadway Business Coalition, Voices for Racial Justice, Youth Coordinating Board.

View [Minneapolis Fact Sheet](#).

View [Minneapolis Promise Zone website](#).

About the Promise Zone

The Minneapolis Promise Zone encompasses much of North Minneapolis, and includes nine neighborhoods and 13 census tracts. The Minneapolis Promise Zone is home to 38,559 residents of whom 40.33% live in poverty. One quarter of the population age 25 or older does not possess a high school degree/GED and only 39% of students graduated high school on time in 2014. The Promise

Zone has alarmingly high unemployment, gun violence, housing blight, and poor educational outcomes.

Overview

Despite deep and persistent needs, the Minneapolis Promise Zone is a community with transformative aspirations. The city is marshalling a broad coalition of residents, business, public and non-profit partners to address racial disparities in city services, education, health, employment, the criminal justice system, and public investment.

As a national pioneer in addressing racial disparate impacts in city services and governance, the City of Minneapolis will lead a collaborative revitalization effort to elevate equity and economic inclusion.

Promise Zone Plan

The City of Minneapolis has enlisted the assistance of multiple organizations to develop strategies around the following six goals that have been identified as instrumental to increasing the quality of life and accelerating efforts to create comprehensive community revitalization.

Reduce Racial Inequities

Reduce racial inequities in public services and institutions that contribute to the ongoing economic exclusion of residents and meaningfully engage residents in the decisions that affect their community.

Strategies

- The City will use racial equity assessment and expanded use of data to identify and address disparate impacts and opportunities of improvement in public policies, programs, and services.
- Use creative place making and other proven strategies to strengthen resident engagement.

Job Creation

Create jobs through the promotion of transit oriented development communities; incenting growth among businesses in proximity to the Minneapolis Promise Zone; and creating youth employment opportunities that can meaningfully contribute to household income.

Strategies

- Use transit development to promote arts-focused business development at station nodes.
- Support expansion and growth of businesses in and around promise zone to grow employment opportunities accessible to Minneapolis Promise Zone residents, both geographically and by skill level.
- Promote and expand youth employment through existing public and private internships, career readiness programs, and year-round job opportunities.

Increase Economic Activity

Build a more inclusive economy ensuring dollars are reinvested in the community and that goods, arts, and services are available to residents and visitors. Support the Minneapolis Promise Zone as a destination for business growth.

Strategies

- Promote creative place making with the creation of a Northside Arts District.
- Target business and land development in the Promise Zone through the City's Grow North Initiative (a financial incentive package) along with other business attraction and expansion efforts.

Reduce Serious and Violent Crime

Strengthen community law enforcement relationships, curtail gun violence, and address youth violence and domestic violence.

Strategies

- Gun violence prevention and crime reduction in hotspots and in chronic micro places of crime.
- Expand quality out of school time with safe spaces and positive activities like Pop-Up Parks and Youth Outreach Workers in crime hot spots.
- Increase community-specific, data-driven approaches to prevent and reduce domestic violence.

Improve Educational Opportunity

Improve cradle-to-career outcomes for students, thereby reducing the racial gaps in educational achievement and preparing all Minneapolis children for lifelong success.

Strategies

- Ensure children are Kindergarten-ready by engaging families of the youngest residents to build a foundation for successful educational pathways at home, and by increasing access to high-quality early childhood programs.
- Meet K-8 math and reading benchmarks for children living in the Promise Zone by enhancing family and community supports.
- Improve high school graduation rates so Promise Zone youth are college/career ready and are completing secondary schooling at rates equal to their peers citywide.

Support Stable Housing for All

Strategies:

- Preserve and revitalize housing stock to address poor housing conditions, and abandoned properties.
- Enhance successful housing (homeownership, long-term tenancy) suitable for all families, situations and needs through coordinated housing support services.
- Support new and existing housing development opportunities to ensure a range of housing types and choices to meet demand.