



**Fueling the Path to Economic Inclusion
& Shared Prosperity:**

**We CAN build a more equitable, prosperous,
and sustainable region for all.**

[#ChooseInclusionMSP](#)

THE
CHOICE

IS
OURS.



Let's Choose to Create an Economy
that Works for Everyone

EXCLUSIVE GROWTH

choosing benefits for some, while locking others out

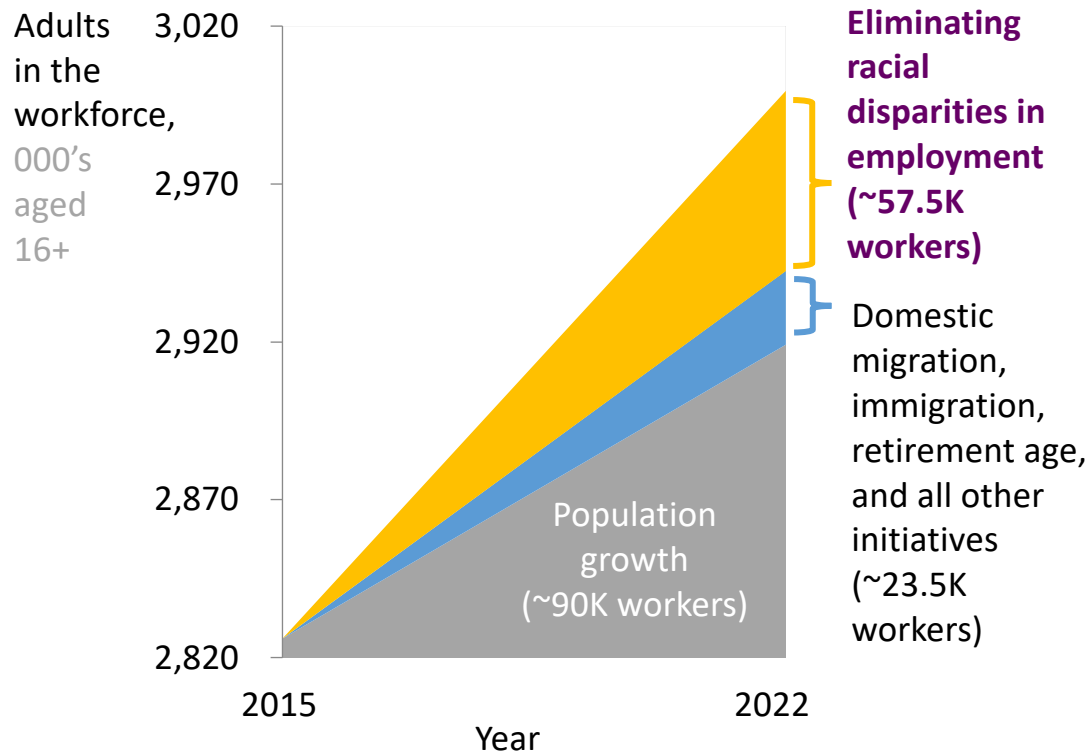
IT'S AN ACTIVE CHOICE.

INCLUSIVE GROWTH

proven driver of vitality and prosperity for all — individuals, businesses, and the region.

Inclusive Growth could address the region's talent shortage.

Eliminating racial disparities represents ~70% of all opportunities to address the talent gap by 2022¹ ...



...and it could be achieved with targeted interventions

- 37,500 of 57,500 workers could be added by
 - Maintaining the rate of 16-24 year old labor force participation and employment, as demographics continue to shift
 - Reducing the number of both long-term unemployed and dislocated workers by half (of whom are >85% people of color)
- The remaining 20,000 would come from equalizing labor force participation of people of color to whites



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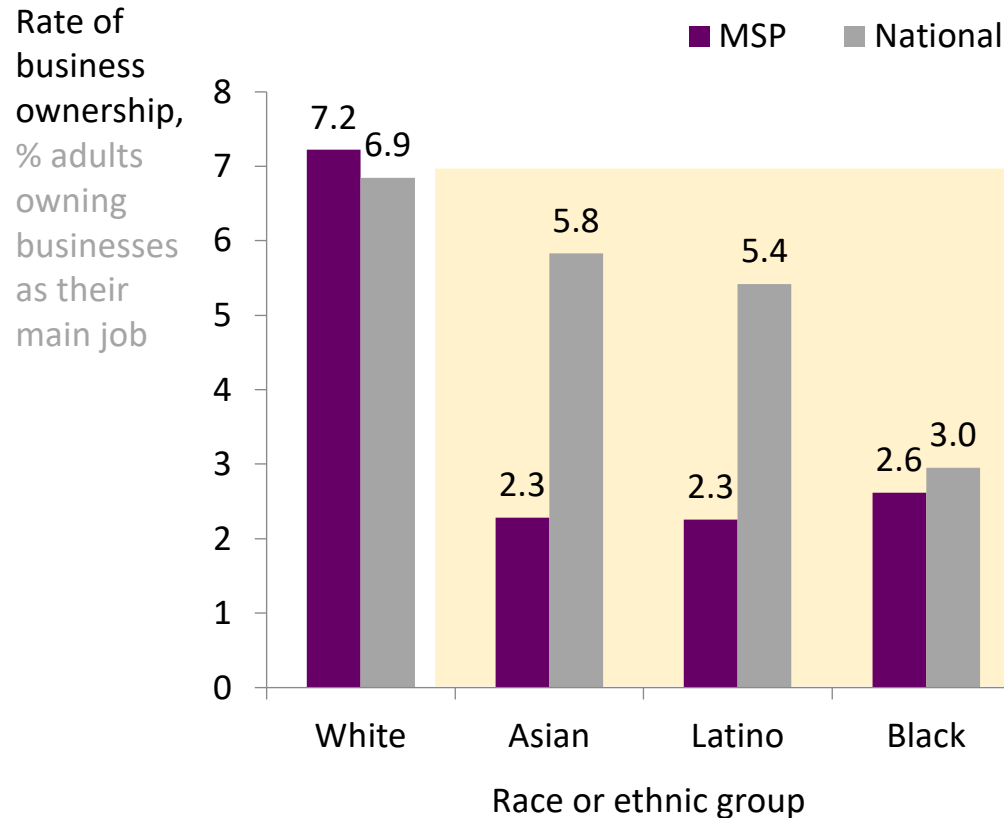
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INCLUSIVE GROWTH

proven driver of vitality and prosperity for all — individuals, businesses, and the region.

Inclusive Growth could drive new business creation and create thousands of new jobs.

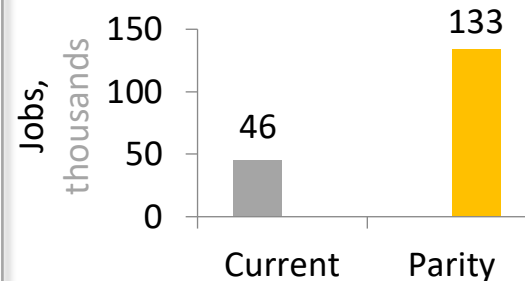
The rate of business ownership is artificially low for people of color, and especially so in MSP¹...



...and it could be achieved with targeted interventions

- Collectively, minority-owned businesses generate \$5.2B in annual revenue and are **Minnesota's 9th largest employer**²
 - They also **grew at 3.5 times the rate** of all MN businesses³

- If the rate of minority business ownership were at parity with whites, the resulting business would employ ~87K more workers⁴



¹ City of Minneapolis Innovation Team. State of Minority and Immigrant Business Ownership. August 2016 Metropolitan Council. Choice, Place and Opportunity: An Equity Assessment of the Twin Cities Region. March 2014. Section 1, Page 5. Metropolitan Council above 4 City of Minneapolis above.



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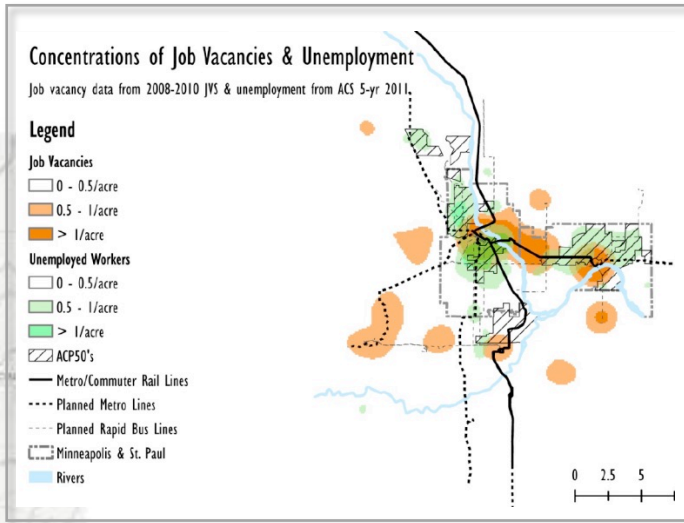
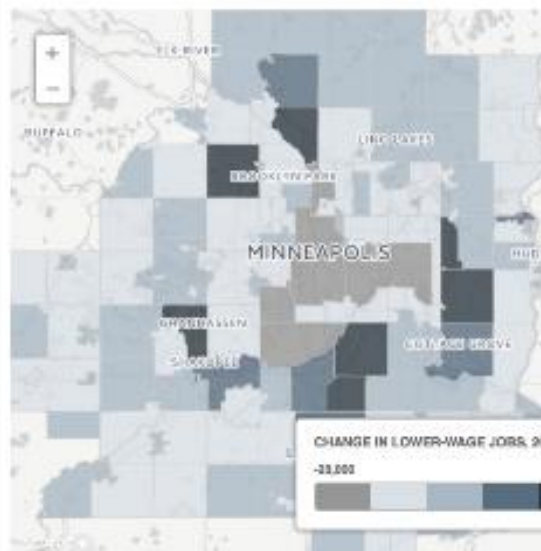
INCLUSIVE GROWTH

proven driver of vitality and prosperity for all — individuals, businesses, and the region.

Inclusive Growth could address the widening spatial-skills mismatch and reduce costs to employers and employees.

People of color in urban areas are doubly impacted by a skills mismatch and spatial mismatch

Blue-collar job growth is occurring outside of the region's center...



...while pockets of unemployment are concentrated in urban areas

A lack of transportation and housing options fuel this mismatch

...increasing costs to business & employees

- Businesses spend thousands to transport workers to job sites
- Commute time costs, vehicle ownership costs, and lack of second/third-shift childcare mean that some eligible workers simply cannot apply for these jobs

1 Eric Roper. Star Tribune analysis of US Census Bureau data. "Low-wage jobs are moving to distant suburbs. How will workers get there?" 10.30.17. 1 University of Minnesota. "Spatial and Skills Mismatch of Unemployment and Job Vacancies." 05.2016





IT'S THE **RIGHT** CHOICE.





The Center for Economic Inclusion is a **cross-sector** organization committed to strengthening the Minneapolis-St. Paul region's **civic infrastructure and collective capacity** to disrupt systems and influence market forces to **catalyze shared prosperity and advance an inclusive economy.**



Igniting a Shift from Awareness to Action

From

- A “charity mindset” around inclusion
- Weak accountability between sectors
- Interest of regional leaders rises and fades
- Innovation occurs, but best practices are not captured



To



Establish an **economic growth-focused narrative** around inclusion and **advocate for it at scale**



Set **new standards** for what an inclusive organization is and does and **hold each sector accountable** to its commitments



Instill among **regional leaders** the practice of tackling issues through inclusion



Use **data** to design new, innovative strategies and **build linkages** between existing organizations to realize them

Why an Independent Center?

SINGULAR FOCUS

on inclusive growth
means accountability
and acceleration

SMART APPROACH

to blending cross-
sector and community-
driven development

STRATEGIC PARTNERSHIP

building bridges among
communities, sectors,
and initiatives







We're a Catalyst, Partner & Resource to help you
make inclusive growth a reality.



Impact Areas



ALIGN INVESTMENTS IN HUMAN CAPITAL, ECONOMIC DEVELOPMENT, TRANSIT & ACCESS. Ensuring that all residents, especially those who have been historically excluded, have the opportunity to benefit from and contribute to the economic prosperity of the region.¹

ECONOMIC DEVELOPMENT	HUMAN CAPITAL	TRANSIT & ACCESS
 <p data-bbox="1065 956 1439 1056">Entrepreneurship & Business Growth</p>	 <p data-bbox="1579 1013 1987 1056">Talent Development</p>	 <p data-bbox="2153 956 2458 1056">Transit & Transportation</p>
 <p data-bbox="1044 1299 1465 1342">Regional Investment</p>	 <p data-bbox="1554 1299 2000 1342">Wages & Employment</p>	 <p data-bbox="2216 1299 2395 1342">Housing</p>

Our Functions



1 ADVOCACY

Advance innovative, data-driven policy solutions in all sectors

2 SHIFT THE PARADIGM

Market the strength and potential of an inclusive MSP economy by elevating compelling, asset-driven narratives

3 COLLABORATION

Facilitate partnerships between likely and unlikely allies, grounded in accountability, rigor, relevance and scale

4 RESEARCH

Fuel growth strategies with interdisciplinary, applied research in partnership with leading research institutions

5 ACTION

Develop and anchor ambitious, innovative shared prosperity projects

6 PHILANTHROPY

Build an ecosystem of informed philanthropists committed to data-driven, racially responsive and equitable investments and civic leadership

Leadership

Tawanna Black
Founder & CEO

Kristin Beckmann
COO

Mary Brainerd
Board Chair

Directors

- **Repa Mekha**, Nexus Community Partners
- **Ron Feldman**, Minneapolis Federal Reserve
- **Ann Mulholland**, Saint Paul Foundation
- **Sarah Hernandez/Carrie Jo Short**, Co-Chair ESFG
- **Neeraj Mehta**, University of MN CURA
- **15-18 additional cross-sector board members to be appointed by August**
- **Jo-Anne Stately/ Sarah Hernandez**, Co-Chair NFG
- **Aasim Shabazz**, Co-Chair Blue Line Coalition
- **B Kyle**, Saint Paul Chamber of Commerce
- **Ravi Norman**, THOR Companies
- **Jonathan Weinhagen**, Minneapolis Regional Chamber of Commerce
- **20+ Employees to be added by December 2019**



Integrating Partners

We're home to a number of results-driven collaborative partnerships to accelerate inclusive growth.

We share resources, data, and best practices for efficiency and impact.



Strategic Partnerships

PUBLIC SECTOR

We'll partner with public agencies to develop, measure, and advocate for effective economic inclusion policies, funding streams, and programs.

PRIVATE SECTOR

We'll partner with businesses and business intermediaries to advance inclusive hiring and procurement, innovative capital deployment, and a commitment to measuring employment, business development, and regional growth measures with an equity lens.

INTERMEDIARIES

Intermediaries and community based organizations will guide our implementation and center residents in our strategies and advocacy efforts.



The Center will develop and curate a set of Economic Inclusion measures to complement the 2019 MSP Regional Indicators Dashboard

What is it?	What can we do with it?	Who will create it and how?
<ul style="list-style-type: none"> ▪ A set of indicators that gives us a more complete picture of economic inclusion at the regional level ▪ Data disaggregated for additional insight where possible (e.g., by race, place, and/or income) ▪ An effort that builds off and connects to partner data efforts (e.g., the GMSP Dashboard) 	<ul style="list-style-type: none"> ▪ Identify priorities as a region ▪ Set targets against them ▪ Formulate strategies ▪ Monitor progress 	<ul style="list-style-type: none"> ▪ The Center for Economic Inclusion will own the effort and engage partners to: ▪ Select measures to complement existing efforts ▪ Create data action teams with committed partners to drive progress and accountability

Commit to sharing YOUR data...starting today.



Commit to adopting best practices ...starting today



COMMITMENT CARD

*Because an inclusive economy
is within our reach*

Creating an economy that works for everyone won't happen by chance. It requires personal agency from each of us and a commitment to measurable inclusion within each of our organizations.

I will commit to adopt the following practice(s) in order to build a more inclusive economy!

- TALENT ATTRACTION, RETENTION & DEVELOPMENT**
Assess policies and practices for unconscious bias and racism. Address disparate impacts on people of color.
- VENDOR/SUPPLIER DIVERSITY**
Establish disaggregated spending goals; measure by race and zip code. Explore opportunities for race and place-based vendor engagement strategies in undertapped commercial corridors.
- DATA DRIVEN DECISION MAKING**
Publishing disaggregated quarterly progress updates on equity and inclusion in hiring, retention, salary parity, promotion, and supplier diversity.
- COMMUNITY INVESTMENT**
Shift from charity to investment; understand and respond with significant capital to needs identified by the community.
- COMMUNITY ENGAGEMENT**
Ensure your management and leaders are engaging in diverse communities to learn and have opportunities to apply their learning inside the organization.

Choose Inclusion, MSP.

- Advocate
- Shift the Paradigm
- Collaborate
- Share Data
- Act
- Invest

Learn more at
www.CenterforEconomicInclusion.org



Real change requires real leadership

Domain	Description	Ask
Leadership	<ul style="list-style-type: none"> The Center seeks an “activist board” comprised of investors, doers, thinkers, connectors and influencers 	<ul style="list-style-type: none"> Leaders from all sectors who are passionately committed to racial equity and economic inclusion Commit to investing in the regions growth by making a 2 or 3 year commitment to the Center Implement inclusive policies in hiring, procurement, site selection, and investment, and other areas Connect the Center to corporate leaders within and outside of your organization Jointly advocate for inclusive policy change in areas of shared interest
Investment	<ul style="list-style-type: none"> The Center seeks to raise \$20M for its first three years of operations 	
Policies	<ul style="list-style-type: none"> The Center seeks leaders who champion change within their own organizations 	
Partnership	<ul style="list-style-type: none"> The Center seeks to grow the ranks and bench of corporate partners committed to economic inclusion 	
Influence	<ul style="list-style-type: none"> The Center seeks to influence state and local policy to generate economic inclusion 	

As a point of emphasis, leaders need not be on the Board to have an impact



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[@EconInclusion](https://twitter.com/EconInclusion)

[#ChooseInclusionMSP](https://twitter.com/ChooseInclusionMSP)