

## Minneapolis Promise Zone

### Lead Organization:

City of Minneapolis

### Location:

[North Minneapolis \(Northside\)](#)

### Website:

[www.ci.minneapolis.mn.us/promisezone/index.htm](http://www.ci.minneapolis.mn.us/promisezone/index.htm)

### Statistics

**Population:** Almost 40,000

**Poverty Rate:** Over 40%

**Unemployment:** Over 20%

## Six Primary Goals

**Goal 1:** Reduce Racial Inequities

**Goal 2:** Increase Community Health and Safety

**Goal 3:** Improve Cradle-to-Career Outcomes for Students

**Goal 4:** Build a More Inclusive Economy

**Goal 5:** Create Jobs

**Goal 6:** Promote Stable Housing

[www.ci.minneapolis.mn.us/promisezone/goals/index.htm](http://www.ci.minneapolis.mn.us/promisezone/goals/index.htm)

[www.hudexchange.info/programs/promise-zones/promise-zones-second-round-urban-designees](http://www.hudexchange.info/programs/promise-zones/promise-zones-second-round-urban-designees)

## West Broadway Open Streets

On September 10, the Northside community came together to celebrate the last few days of summer. The City of Minneapolis closed West Broadway from Penn Avenue to Lyndale Avenue to all traffic except bicyclists and emergency vehicles. Open Streets was a day full of great food, fun, music, and organizations and businesses coming to the street to talk about their mission and products.

## AmeriCorps VISTAs

The nine AmeriCorps VISTAs in service to the Minneapolis Promise Zone set up a table in front of their working space at the Northside Economic Opportunity Network (NEON). Open Streets attendees were given wristbands, key chains and temporary tattoos as they learned more about the Promise Zone initiative.

The VISTAs prompted the community with a “fill-in-the-blank” question: “Our Promise Zone should have...” Residents of the Northside were encouraged to write down their answers on color Post-It notes and stick them on the board behind the table.



The Promise Zone team during open streets: (Left to Right) Christina Manancero Villagrán-VISTA Communications Associate, Juli Leerson-Promise Zone Manager, Dan Murphy-VISTA Housing Coordinator, Tina Weitzel-VISTA Leader, Jake Akervik-HUD Liaison, Izak Gallini-Matyas-VISTA Community Health and Safety Coordinator, (next row) Angie Earley-VISTA Economic Development and Employment Coordinator, Helina Haile-VISTA Racial Equity Coordinator, Hannah Walker-VISTA Education Coordinator, Sharin Tellez-VISTA Data Collection and Evaluation, (next row) Mariah Mendoza-VISTA Northside Fresh Coordinator.

### MPZ Leadership

If you're interested in pursuing partnerships, grants, or technical assistance opportunities, please email the MPZ Team:

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[rosoft.com](http://rosoft.com)



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**Jake Akervik**

*Federal Community Liaison,*  
HUD Minneapolis: U.S. Dept of  
Housing and Urban Development

### Our Promise Zone should have...

The responses from the community included a new skateboard park, more positive programs for teens and creating more job opportunities.

The VISTAs for the Minneapolis Promise Zone are working in collaboration with other partners and stakeholders on the Northside to revitalize the community. While the Promise Zone has six primary goals, it is a community-driven strategy that requires the energy of Northside residents to move it forward.

### What's next?

While the input received at Open Streets brought great ideas to the table, the VISTAs want to speak with more residents of the Northside. Sharin Tellez, the Data Collection and Evaluation VISTA, will be producing and conducting a survey at various events over the next few months. This will ensure input is collected from a wide variety of residents of the Minneapolis Promise Zone.

### Minneapolis Promise Zone Open House

The Promise Zone is hosted an open house at the Northside Economic Opportunity Network on September 28, from 4-7p.m. The invitation was extended to all members of the community who wanted to hear more about the accomplishments and goals of the Promise Zone initiative, learn how to get involved, and voice their ideas and thoughts. The Promise Zone team loved meeting every member of the community!

### Sign-up for PZ Email Updates

- <https://service.govdelivery.com/accounts/MPLS/subscriber/new>
- [www.hudexchange.info/maillinglist](http://www.hudexchange.info/maillinglist)

**For more information, please visit:** [www.hudexchange.info/programs/promise-zones/federal-partner-funding-and-technical-assistance-opportunities](http://www.hudexchange.info/programs/promise-zones/federal-partner-funding-and-technical-assistance-opportunities)

**For a more detailed list of PZ programs in spreadsheet format, please visit:** [www.hudexchange.info/onecpd/assets/File/Promise-Zones-2016-Federal-Resources.xlsx](http://www.hudexchange.info/onecpd/assets/File/Promise-Zones-2016-Federal-Resources.xlsx)