



## Request for City Council Committee Action from the Department of City Coordinator

**Date:** November 12, 2014

**To:** The Honorable Elizabeth Glidden, Chair, Committee of the Whole

**Subject:** Approve submission of a proposal to federal 2014 Promise Zone opportunity.

**Recommendation:**

1. Authorize proper City Officials to prepare and execute a preliminary Memorandum of Understanding between the City of Minneapolis and Implementation Partners, which will commit the City to specific roles & responsibilities as the Lead Applicant (see the attached preliminary MOU).
2. Authorize proper City Officials and staff to develop and submit a 2014 Promise Zone application

**Previous Directives:** None.

**Department Information**

Prepared by: Trudy Kjenstad, Manager, Administrative Services

Approved by: Spencer Cronk, City Coordinator

Presenters in Committee: Jay Stroebel, Deputy City Coordinator

**Reviews**

- Permanent Review Committee (PRC): Approval: MOU Referred to City Attorney's Office on October 2, 2014

**Financial Impact**

No financial impact

**Community Impact**

- Mayor Hodges, Council President Johnson and Council Member Yang hosted a Promise Zone kick-off meeting on September 16, 2014 with partners of the application.
- Promise Zone Community Strategy meeting was held on October 23, 2014 at North High School.

## Supporting Information

### **PROMISE ZONES INITIATIVE**

(Source: [http://portal.hud.gov/hudportal/documents/huddoc?id=PZ\\_R2\\_Fact\\_Sheet.pdf](http://portal.hud.gov/hudportal/documents/huddoc?id=PZ_R2_Fact_Sheet.pdf))

### **GOALS**

The Promise Zones initiative seeks to revitalize high-poverty communities across the country by creating jobs, increasing economic activity, improving educational opportunities, reducing serious and violent crime, leveraging private capital, and assisting local leaders in navigating federal programs.

### **OVERVIEW**

In his 2013 State of the Union address, President Obama announced that he would designate 20 Promise Zones nationwide: urban, rural, and tribal communities where the Administration would partner with local leaders to create jobs, increase economic activity, improve educational opportunities, and reduce violent crime. On January 9, 2014, the first cohort of Promise Zones was announced in a ceremony at the White House. They are located in: San Antonio, Los Angeles, Philadelphia, Southeastern Kentucky, and the Choctaw Nation of Oklahoma.

For communities selected, the federal government will partner to help the Promise Zones access the resources and expertise they need.

### **BENEFITS**

- Five AmeriCorps VISTA members will be deployed to each of the Promise Zones to build the capacity of the Promise Zones designees to work with federal agencies, coordinate key stakeholders, and create programs that address the community's needs.
- A federal liaison will also be assigned in each designated community to help leaders and partners navigate the federal resources they need to accelerate efforts to revitalize their communities.
- No grant funds come with this designation. However, Promise Zones will receive any available preference for certain competitive federal programs and technical assistance.
- Promise Zone designations will have a term of ten years and may be extended as necessary to capture the full term of availability of the Promise Zone tax incentives if enacted by Congress.

During the term of Promise Zone designation, the specific benefits made available to communities will vary from year to year, and sometimes more often than annually, due to changes in the agency policies and changes in appropriations and authorizations for relevant programs.

All assistance provided to Promise Zones is subject to applicable regulations, statutes, and changes in federal agency policies, appropriations, and authorizations for relevant programs. In 2014, 12 agencies are providing preferential access in 35 programs. A list of the federal agencies along with the programs affiliated with the Promise Zones initiative is available at: <http://www.hud.gov/promisezones>.