

CITY OF MINNEAPOLIS

Promise Zone Background



Jay Stroebel

November 12, 2014

Committee of the Whole

Promise zone

- The Promise Zones initiative seeks to revitalize high-poverty communities across the country by:
 - creating jobs
 - increasing economic activity
 - reducing serious and violent crime
 - improving educational opportunities

Promise Zone benefits

- Designees and their partners receive preference in accessing federal resources (mainly grants)
 - Los Angeles: \$36 million
 - San Antonio: \$27.3 million
- Federal staff on the ground to help connect with resources
- VISTA volunteers to work with local partners
- Tax incentives for businesses to hire PZ residents and make capital investments in Zone (if enacted by congress)
- Catalyst for community coordination

Application requirements

- Requirements:
 - One or more census tracts that are contiguous
 - Area must contain at least 10,000 people but no more than 200,000
 - Overall poverty rate is greater than 33%
 - Vacancy rate that is higher than the City average
 - Violent Crime rate that is higher than the City average

Proposed boundaries



- NORTH BOUNDARY
Memorial Parkway/
45th Ave North
- EASTERN BOUNDARY
Mississippi River
- WESTERN BOUNDARY
Queen Avenue North
- SOUTHERN BOUNDARY
Bassett's Creek Valley/
I-94/Plymouth Avenue

Proposed Promise Zone statistics

- Total Population: 38,559
- Overall Poverty Rate: 40.33%
- Highest Census Tract Poverty Rate: 58.6%
- Employment Rate: 78.16%
- Vacancy Rate: 13.81%
- Includes over 1/2 of the city's violent crime hotspots

Promise Zone key partners, pending approval of MOU

- Park and Rec Board
- Public Housing Authority
- MPS
- Hennepin County
- Met Council
- MCTC
- U of MN
- LISC-TC
- NAZ
- Northside Funders Group
- Build Wealth
- PPL
- Urban Homeworks
- Gen Next
- YCB
- WBBC

Promise Zone key dates

- Late 2013 – applied in first round
- September 16 – gathering of key partners
- October 23 – broader partner gathering
- November 21 – application due
- Early 2015 – designation?

Questions?