Fueling the Path to Economic Inclusion & Shared Prosperity:

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

#ChooseInclusionMSP
Let’s Choose to Create an Economy that Works for Everyone
Inclusive Growth could address the region’s talent shortage.

Eliminating racial disparities represents ~70% of all opportunities to address the talent gap by 2022.

- 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.

...and it could be achieved with targeted interventions:

- Domestic migration, immigration, retirement age, and all other initiatives (~23.5K workers).
- Population growth (~90K workers).
- Eliminating racial disparities in employment (~57.5K workers).

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WHY INCLUSIVE GROWTH?

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...

<table>
<thead>
<tr>
<th>Race or ethnic group</th>
<th>MSP</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>7.2</td>
<td>6.9</td>
</tr>
<tr>
<td>Asian</td>
<td>5.8</td>
<td>5.4</td>
</tr>
<tr>
<td>Latino</td>
<td>2.3</td>
<td>2.6</td>
</tr>
<tr>
<td>Black</td>
<td>2.3</td>
<td>3.0</td>
</tr>
</tbody>
</table>

...and it could be achieved with targeted interventions

- Collectively, minority-owned businesses generate $5.2B in annual revenue and are Minnesota’s 9th largest employer²
  - 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
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

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...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

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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.
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 Urban Institute Inclusive Recovery in Cities, Pg. 6
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

<table>
<thead>
<tr>
<th>What is it?</th>
<th>What can we do with it?</th>
<th>Who will create it and how?</th>
</tr>
</thead>
</table>
| ▪ 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) | ▪ Identify priorities as a region  
  ▪ Set targets against them  
  ▪ Formulate strategies  
  ▪ Monitor progress | ▪ 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

WHAT WE CAN DO TOGETHER

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 underserved 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

<table>
<thead>
<tr>
<th>Domain</th>
<th>Description</th>
<th>Ask</th>
</tr>
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<tbody>
<tr>
<td>Leadership</td>
<td>The Center seeks an “activist board” comprised of investors, doers, thinkers, connectors and influencers</td>
<td>Leaders from all sectors who are passionately committed to racial equity and economic inclusion</td>
</tr>
<tr>
<td></td>
<td>The Center seeks to raise $20M for its first three years of operations</td>
<td>Commit to investing in the regions growth by making a 2 or 3 year commitment to the Center</td>
</tr>
<tr>
<td>Policies</td>
<td>The Center seeks leaders who champion change within their own organizations</td>
<td>Implement inclusive policies in hiring, procurement, site selection, and investment, and other areas</td>
</tr>
<tr>
<td>Partnership</td>
<td>The Center seeks to grow the ranks and bench of corporate partners committed to economic inclusion</td>
<td>Connect the Center to corporate leaders within and outside of your organization</td>
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<tr>
<td>Influence</td>
<td>The Center seeks to influence state and local policy to generate economic inclusion</td>
<td>Jointly advocate for inclusive policy change in areas of shared interest</td>
</tr>
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</table>

As a point of emphasis, leaders need not be on the Board to have an impact.
THE CHOICE IS OURS.