

THE
CHOICE

IS

OURS.



ABOUT US

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.

WHY AN INDEPENDENT CENTER?

A singular focus on inclusive growth — a dedicated regional organization creates ownership, ensures it's a priority, and provides the leadership, expertise, and resources to support public and private sector efforts. The Center integrates collaborative efforts throughout the 7-county metro region to ensure alignment, ROI, and inclusion.

A smart approach to cross-sector and community driven development — ensuring those who've been excluded shape solutions and that infrastructure investments link transit, housing, education, and jobs.

Strategic partnership — businesses, chambers of commerce, economic development organizations, local & regional government, foundations, community-based organizations and others align efforts and expertise against our region's seemingly most intractable issues, with a new, relentless belief that it is possible to grow our economy and close our decades-old racial and economic disparities and inequities.

JOIN US

Transformational change will require each of us to lead with personal agency and a commitment to inclusive growth in our own spheres of influence.

HOW WILL YOU CONTRIBUTE?

Leadership: Commit to being a change agent for inclusive growth.

Investment: Make multi-year investments in the Center. Maximize and align public and philanthropic investments by using inclusive growth strategies.

Policy change: Make data-driven policy changes and monitor and share progress.

Vision: Act locally, think regionally. Root your organizational decisions with an eye on inclusive growth.

Transparency: Be vocal about what you need and share what you know. It will require intentional effort and adoption of new practices to change outcomes. The Center is here to help.

Be Relentless: Once again, the Minneapolis-St. Paul region is positioned to lead the country with the launch of the Center for Economic Inclusion, but we must commit to adopting policies and practices that will position us to lead in our results. Together, we can create an economy we will be proud of for generations to come. Choose Inclusive Growth.

INTEGRATING PARTNERS

The Center uses an integrated approach to advancing inclusive growth and is home to an increasing number of existing cross-sector, results-driven efforts focused on racial equity and economic opportunity. Our integrating partners include:

Northside Funders Group: Aligning investments and strategies to achieve racial and economic equity in North Minneapolis.

East Side Funders Group: Deploying resources and investments to increase economic vitality for residents on the East Side of Saint Paul.

Blue Line Coalition: Leveraging community power to change systems and policies in order to create wealth and well-being for communities of color, immigrants/refugees, migrants, people living with disabilities, and low-income communities along the Bottineau Light Rail corridor.



(612) 351-8200
CenterforEconomicInclusion.org
info@centerforeconomicinclusion.org
@EconInclusion



TAWANNA A. BLACK
FOUNDER & CEO

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

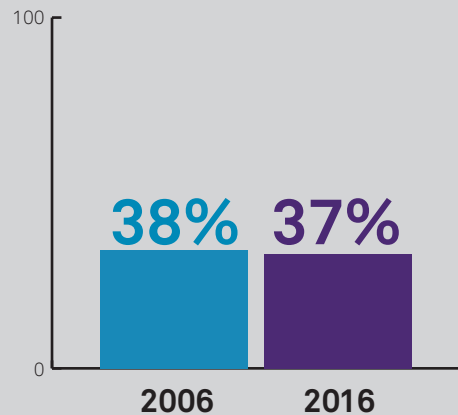
We're not closing the gap, we're sustaining it.

We've talked about "closing the gap" for years. The Minneapolis-St. Paul region consistently leads the nation in racial inequities that are uncivil and unsustainable. Yet we haven't radically changed our ways. And it hurts us all.

Despite good intentions — and great praise — our region continues to exclude residents of color from prosperity in jobs, health, housing, income, and safety. These gaps did not occur by chance. And they won't close by chance either.

Our actions and inactions fuel these unequal outcomes — through discriminatory practices and policies, closed networks, turning a blind eye to complacency, and accepting a zero-sum game.

In 10 years, we closed the racial income gap by only 1 percentage point.



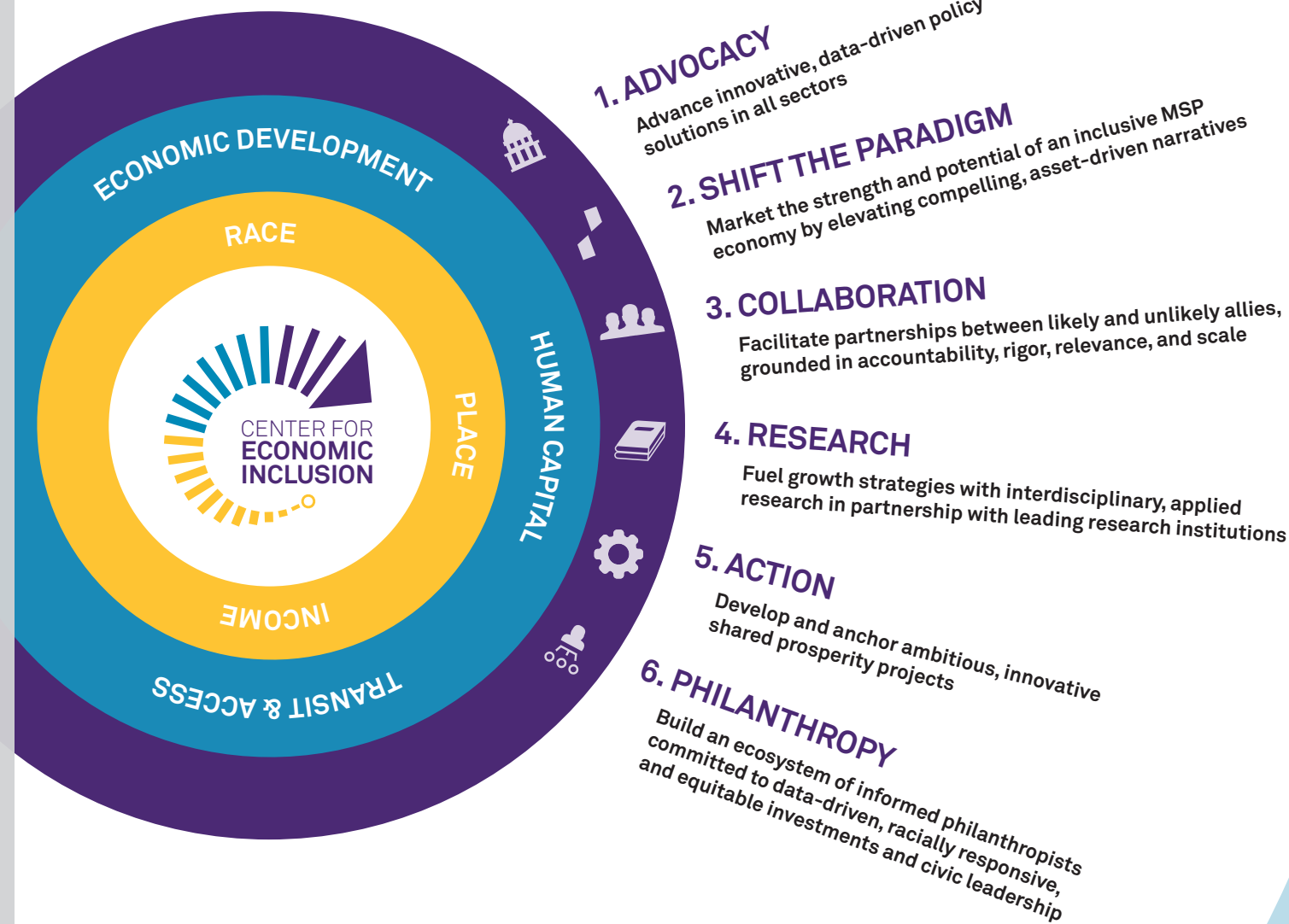
Minneapolis – St. Paul Racial Income Gap between people of color and whites

Let's choose to create an economy that works for everyone.

Our regional leadership has been committed to equity but lacked the infrastructure — capacity for establishing and measuring institutional and collective results, scaling promising neighborhood-level strategies and expertise across the region, and facilitating deep, sustainable partnerships across sectors — to achieve inclusive growth together. **Until now.**

The Center for Economic Inclusion is dedicated to advancing inclusive growth — by elevating data-driven promising practices, advocating inclusive policies, coordinating cross-sector, community-driven development, and piloting strategies that truly close the gaps.

WHAT WILL THE CENTER DO?



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

While the goals are universal — prosperity, inclusion, opportunity — strategies must be intentional and targeted. We must overtly acknowledge and account for the long-term impact of systemic exclusion in our efforts to address it.

APPLY A LENS OF RACE, PLACE & INCOME.

Organizations own the impacts of systemic racism and identify and eliminate discriminatory practices — in their organizations and the region.

ALIGN INVESTMENTS IN HUMAN CAPITAL, ECONOMIC DEVELOPMENT, AND TRANSIT & ACCESS.

New jobs won't drive growth if workers can't access them or earn enough to sustain a family. Innovation stalls when entrepreneurs of color cannot access start-up capital.

We can create an economy that thrives for everyone, because of everyone. Starting today.

An economy where we all:

- Participate in markets as entrepreneurs, workers, and consumers
- Advance in careers, build wealth, and invest in the future
- Drive economic growth through innovation and business creation

Achieving income parity adds \$32.1B to our region's economy by 2040² and creates thriving cities, diverse leadership, and innovation, where everyone enjoys prosperity. For example:

LET'S EXPAND THE TALENT POOL

Eliminating racial disparities erases 70% of all opportunities we have to address the talent gap.³

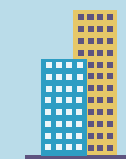


WHY? Employers have unfilled jobs, a costly trend. Hiring is a priority for Minnesota business leaders.

HOW? Reduce hiring bias and fill talent gaps now.

LET'S GROW NEW BUSINESSES

Increasing businesses owned by people of color could create 87,000 new jobs.⁴



WHY? Minority owned businesses grew at 3.5 times the rate of all Minnesota companies in 2014.⁵

HOW? Increase investment capital for these businesses and diversify vendors and supply chains.

LET'S IMPROVE PERFORMANCE

Racially inclusive executive teams are 33% more likely to perform better than racially exclusive ones.⁶



WHY? Today's talent seek employers with diverse leadership representing their values and ambitions.

HOW? Increase leadership inclusivity skills and diversify leadership with people of color.

THE STATUS QUO IS A CHOICE WE MUST OWN.
THE GOOD NEWS IS THAT WE
CAN CHOOSE TO CHANGE. TODAY.

WE'RE A CATALYST, PARTNER,
& RESOURCE TO HELP YOU MAKE INCLUSIVE
GROWTH A REALITY.

Data sources: ¹MN Compass ²Metropolitan Council Regional Forecast, June 2017. ³Building Minnesota's workforce: Realistic approaches to address our need for more workers, RealTime Talent & MSPWin, March 2017. ⁴State of Minority and Immigrant Business Ownership, City of Minneapolis Innovation Team, August 2016. ⁵Choice, Place and Opportunity: An Equity Assessment of the Twin Cities Region, Metropolitan Council March 2014. ⁶Delivering through Diversity, McKinsey & Company, January 2018.