About the Center

Most U.S. cities compete with one another to attract talent and corporations. In the Minneapolis-St. Paul region, we compete with ourselves by overlooking growth opportunities in our own front yard.

Our region will only unlock its full potential when our economy works for everyone, but our values of equality haven’t yet resulted in racial and economic equity. We need a roadmap and fuel to guide our next steps.

The Center for Economic Inclusion was established to provide that roadmap (tools, partnerships, expertise) to achieve regional growth because of our diversity, not in spite of it.

The Issue

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, embracing complacency, and accepting a zero-sum game.

In 10 years, we’ve closed the racial income gap by only 1 percentage point.\(^1\)\(^2\)

Data sources: \(^1\) MN Compass \(^2\) Metropolitan Council Regional Forecast, June 2017.


4 Building Minnesota’s workforce: Realistic approaches to address our need for more workers, RealTime Talent & MSPWin, March 2017.

5 State of Minority and Immigrant Business Ownership, City of Minneapolis Innovation Team, August 2016.

6 Choice, Place and Opportunity: An Equity Assessment of the Twin Cities Region, Metropolitan Council March 2014.


The Opportunity

Inclusive growth is proven to drive prosperity for all — individuals, businesses, and the region. The time is now to create 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

By closing the racial wealth gap, the US GDP could be 4 to 6 percent higher by 2028.\(^3\) That’s $11,000-$12,000 per capita that could be flowing through Minnesota’s economy to create thriving cities, innovation, and shared prosperity. The choice is ours.

The Center for Economic Inclusion equips private and public sector employers with the tools to:

Expand the Talent Pool

Eliminating racial disparities erases 70% of all opportunities we have to address the talent gap.\(^4\)

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.

Grow New Businesses

Increasing businesses owned by people of color could create 87,000 new jobs.\(^5\)

WHY? Minority owned businesses grew at 3.5 times the rate of all Minnesota companies in 2014.\(^6\)

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

Improve Performance

Racially inclusive executive teams are 33% more likely to perform better than racially exclusive ones.\(^7\)

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.
About Powering Inclusion

Powering Inclusion is more than an event series. It is the Center’s convening platform to drive Awareness, Action, and Accountability. Powering Inclusion includes an Annual Summit and a Speakers Series of 3+ events each year. Featured speakers at all events are complimented by local leaders in breakout sessions or as part of cross-sector reaction panels.

- **Our speakers define what measurable inclusive growth looks like:** we bring influential national disruptors to the region to shift our lens, spotlight proven local practices, and commit to shared efforts to drive inclusive growth.
- **Participants aren’t just attendees, they are partners:** attendees commit to action and shape our future as decision-makers and active participants in our regional economy.
- **Powering Inclusion doesn’t end when the event is over:** participants and partners are the key to activating inclusive innovations in our region. Their continued commitment will advance an inclusive economy.

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### 2020 Annual Summit

**Reexamining History to Build an Inclusive Economy**

**April 30, 2020, Full-Day Program**

**Hilton Minneapolis**

**PLENARY SPEAKERS:**

**Nikole Hannah-Jones**

Creator of the landmark 1619 Project and award-winning investigative reporter covering racial injustice for The New York Times Magazine.

**Patrice H. Kunesh**


After a sold-out inaugural Summit in 2019, the Summit returns April 30 to convene regional leaders and equip them with the knowledge they will need to identify and disrupt racism within systems designed to exclude people of color, are failing people of color today, and are constraining our overall regional economy.

Plenary speakers and breakout-session leaders will challenge us to better understand the importance of history and reconciling the impacts that history has had on the way Black, Indigenous, and people of color experience our community and our economy. Activities throughout the day will inspire us to leverage that knowledge to develop anti-racist systems and organizations.

In one powerful day, Summit participants experience shared awareness and accountability, and make a commitment to take disruptive action to achieve racial equity and economic inclusion.

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### 2020 Speakers Series

**Spotlighting Solutions**

Over 1,000 nonprofit, business, foundation, and public sector leaders participated in the first two years of Speaker Series’ events.

Weeks after headlining our first event, the Brookings Institution’s Dr. Andre Perry made national headlines with his research on the devaluation of homes in majority Black neighborhoods.

We closed out the 2019 series season with McKinsey & Company’s Duwain Pinder, who highlighted data from his groundbreaking report, *The Economic Impact of Closing the Racial Wealth Gap*.

Past attendees (2018, 2019) committed to adopt a set of inclusive practices, and the Center is tracking their implementation and impact over time. Business and government leaders have changed their strategies after participating in Powering Inclusion events, and the Center is supporting those efforts to ensure meaningful, sustainable change.

The events elevate new voices and strategies, foster cross-sector connections, and promote immediate ways to drive growth and inclusion in Minneapolis-St. Paul.

## Sponsorship Benefits

Powering Inclusion sponsors demonstrate a commitment to moving from ideas to action. By partnering with the Center, they join other cross-sector leaders in a historic, regional, and data-driven effort to finally close our region’s economic and racial inequities through shared awareness, action, and accountability.

Be a part of the solution. Join us in **Powering Inclusion**.

All Powering Inclusion sponsorship packages include recognition and benefits as sponsors for both the Annual Summit and Speakers Series.

### $5,000 Sponsor
- Included on sponsor listing on Powering Inclusion website and event materials.
- Acknowledgment from the podium and recognition in broadcasts of Powering Inclusion events.
- 4 tickets to the Annual Summit, and 4 tickets to Speakers Series events.

### $10,000 Sponsor
- Logo included on sponsor listing on Powering Inclusion website and event materials.
- Acknowledgment from the podium and recognition in broadcasts of Powering Inclusion events.
- 8 tickets to the Annual Summit, and 8 tickets to Speakers Series events.
- Invitation for your guests to attend a private reception with Powering Inclusion speakers.
- Recognition at the $10,000 Sponsor Level in online advertisements for Powering Inclusion events.

### $25,000 Sponsor
- Headline logo placement on sponsor listing on Powering Inclusion website and event materials.
- Acknowledgment from the podium and recognition in broadcasts of Powering Inclusion events.
- 12 tickets to the Annual Summit, and 12 tickets to Speakers Series events.
- Invitation for your guests to attend a private reception with Powering Inclusion speakers.
- Recognition at the $25,000 Sponsor Level in online advertisements for Powering Inclusion events.

### $50,000 Sponsor
- Opportunities for sponsors at this level include all benefits available at the $25,000 level plus the opportunity to address the full Summit audience and/or additional opportunities to be agreed upon by sponsor and the Center.
- Ability to leave a branded “takeaway” item for all event attendees at Powering Inclusion events.

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For more information and to select your sponsorship level, contact Mary Beth Hanson, corporate sponsorship support, mb360llc@gmail.com.