

**Building stronger
urban communities**

in partnership with North Minneapolis

Capital Investment Committee

Impact of Investment



Genesis of UROC

- What is the University's Urban Agenda?
- How does the University think differently about its role as an urban serving university?
- How could this role transform the University in how we work *with* communities?



UROC Signature Projects (Direct Engagement)

- Health
 - Trauma Recovery Project (Bush Innovation)
 - Juvenile Sex Trafficking (Women's Foundation)
- Economic Development
 - Northside Job Creation Team (Minneapolis Foundation)
- Education
 - Prepare 2Nspire



UROC Affiliated Projects (Catalyzing Engagement)

- 60+ University-Community partnerships involving 35+ academic programs and 40 community organizations.
- 50+ graduate and undergraduate University students employed in work ranging from data collection to literature review
- 400+ participants each year in UROC's Critical Conversation discussion series.



UROC Outreach/Engagement

- Publically shared space
- Art gallery and hospitality station
- Community Affairs Committee and UMN Engagement Zone work
- Good neighbor and trust building in the community
- More than 2,050 visitors each month



UROC Principles

- ✓ Partnership
- ✓ Mutual Benefit
- ✓ Transformation
 - Multiple ways of knowing
 - Different ways of doing
- ✓ Transparency
- ✓ Dissemination (creative and ongoing)
- ✓ Action and Follow-through



Research Agenda

- Community Healing and Wholeness
- Systems and Systemic Racism
- Individual, Family and Community Financial Well Being

[UROC Research](#) over the next five years

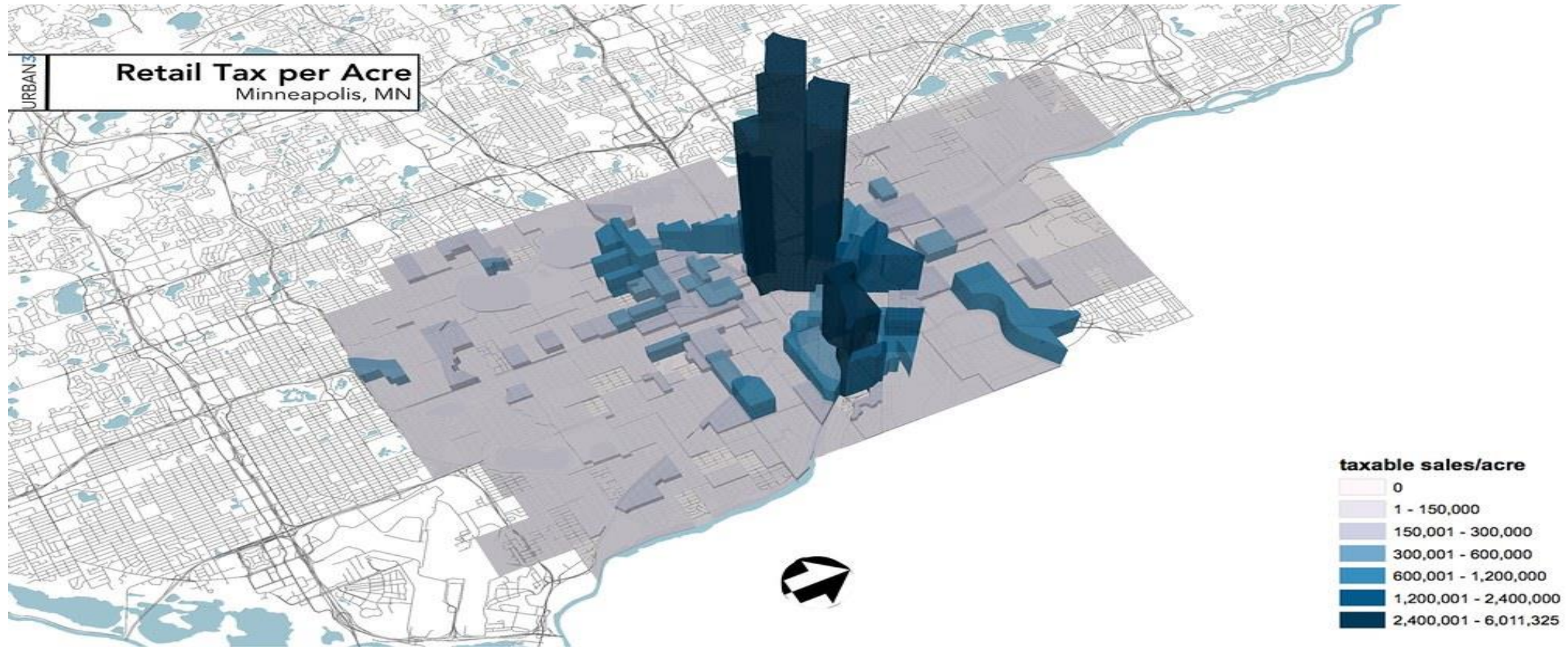


Freeway and other Factors

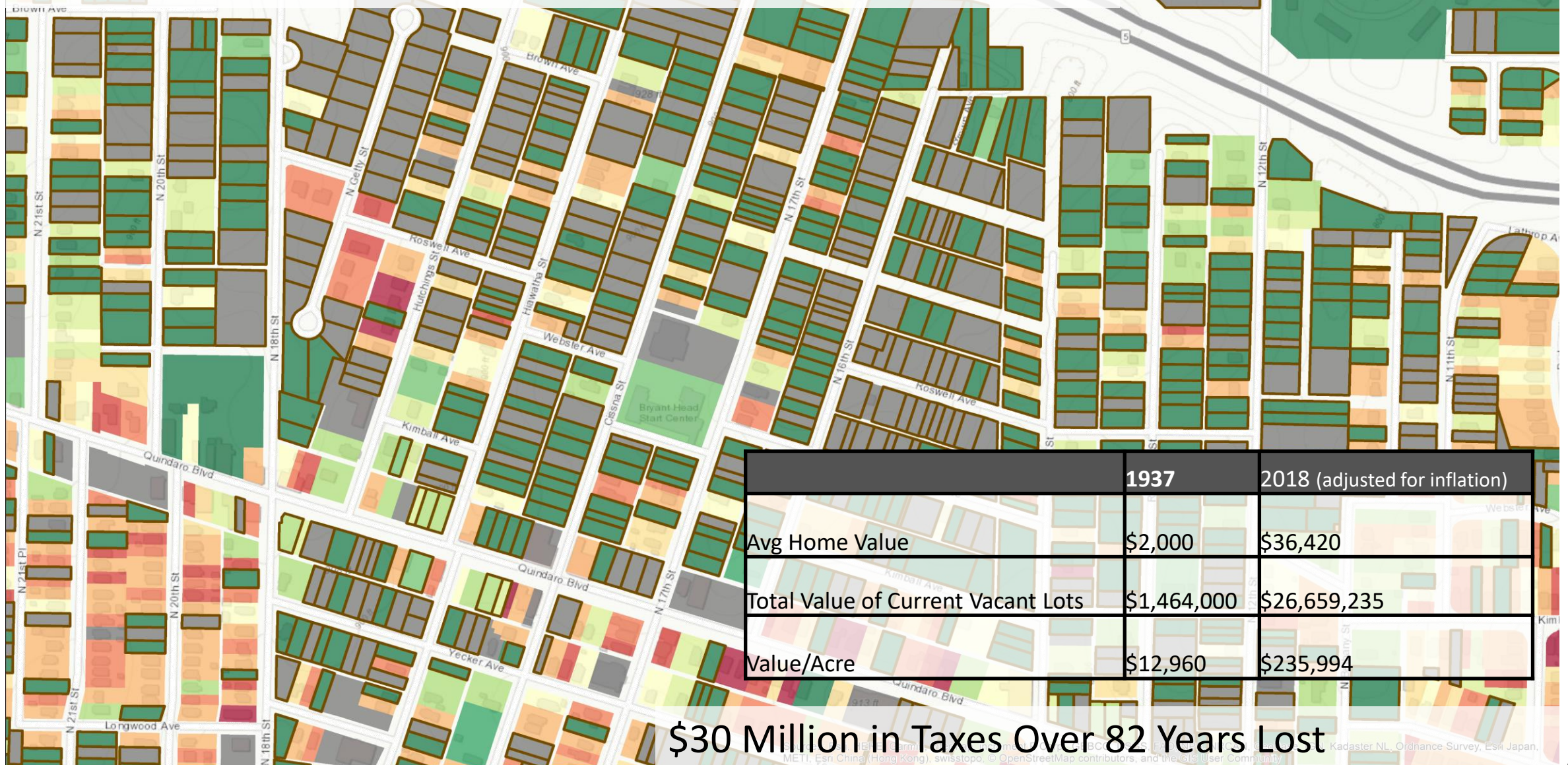
- Frogtown Green Line Development
 - Rhondo and 94
- Sears Closes 1994
 - Midtown Global Market 2006
- Upper Harbor Terminal
 - A NEW OPPORTUNITY



Investment has impact



1937 Home Value x 732 Vacant Lots = Missing Value



Capital Investment Impacts

- Communities that invest in mixed-use, walkable downtowns, centers, and neighborhoods **provide economic advantages for individuals and businesses, and strengthen their tax base.**
- Individuals benefit because [jobs are created](#) when neighborhoods revitalize and household budgets are improved by rising walkability.



Capital Investment Impacts

- Businesses benefit because placemaking is a primary driver of investment, according to [Urban Land Institute scholar Edward McMahon](#). In today's economy, the quality of place is paramount, he says. "Decisions such as where to invest, where to work, where to retire, and where to vacation are all made based on what a community looks like," he explains. "In a world where capital is footloose, if you can't differentiate [your town] from any other, you have no competitive advantage."



Capital Investment Impacts

- Evidence of “place” value can be found in Walk Score, where real estate broker [Redfin found](#) that a one point increase translates to an average \$3,000 rise in house value nationwide. Neighborhoods with high Walk Scores correlate with unique character and high quality of life, and feature appealing streets and public spaces.



Capital Investment Impacts

- Compact central business district properties yield 10 times more tax revenue per acre than conventional suburban development, according to [Building Better Budgets](#): *A National Examination of the Fiscal Benefits of Smart Growth Development*. “When you do the math, it is easy to see that dense downtown development returns a greater investment to the community than putting tax dollars towards sprawl,” says Joe Minicozzi of Urban3, a firm that has analyzed patterns of tax return in metro areas nationwide.



