

HOW TO GROW ALANNA BUSINESSES!

Dr. Bruce P Corrie, Economist and
Cultural Entrepreneur



IDEAS FOR ACTION

Bruce P. Corrie, PhD
www.empoweringstrategies.org

Chair, Hodan Hassan

Economic
Development Finance &
Policy Committee
Minnesota Legislature
21 February 2024

Dr. Bruce P. Corrie

Dr. Bruce Corrie is Professor of Economics at Concordia University - Saint Paul. He has a PhD from the University of Notre Dame.

For almost three decades he has documented the economic contributions of the African, Latino, Asian and Native American (ALANA) people of Minnesota - shifting the narrative from "deficits" to "assets." His research has been widely reported in the media and has co-edited four books and published in a wide range of publications.

He has served in many roles in economic and workforce development: Chair, Governor's Working Group on Minority Business Development (2000), Governor's Workforce Development Council, Dean, College of Business and Technology, & Director of Planning and Economic Development, City of Saint Paul and on many boards - Federal Reserve Bank, US Small Business Administration, Minnesota Museum of American Art, Junior Achievement, Midway Chamber of Commerce, Minnesota Indigenous Business Alliance, African Economic Development Solutions, India Association of MN, Coalition of Asian American Leaders and Union Park District Council.



He pioneered with others a culturally based strategy for economic development in diverse low-income communities called, Cultural Destinations. He is part of a multiethnic coalition seeking to build capital and capacity in the ALANA communities. He was part of a historic petition to the Minnesota Court in 2021-22 for adequate political representation for the \$1.4 trillion ALANA economy in Minnesota.

www.culturaldestinations.org
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HOW CAN ALANA BUSINESSES GROW THE MINNESOTAN ECONOMY?

ALANA Businesses - A Powerful Engine for
Economic Growth

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ACROSS MINNESOTA - GROWING RAPIDLY

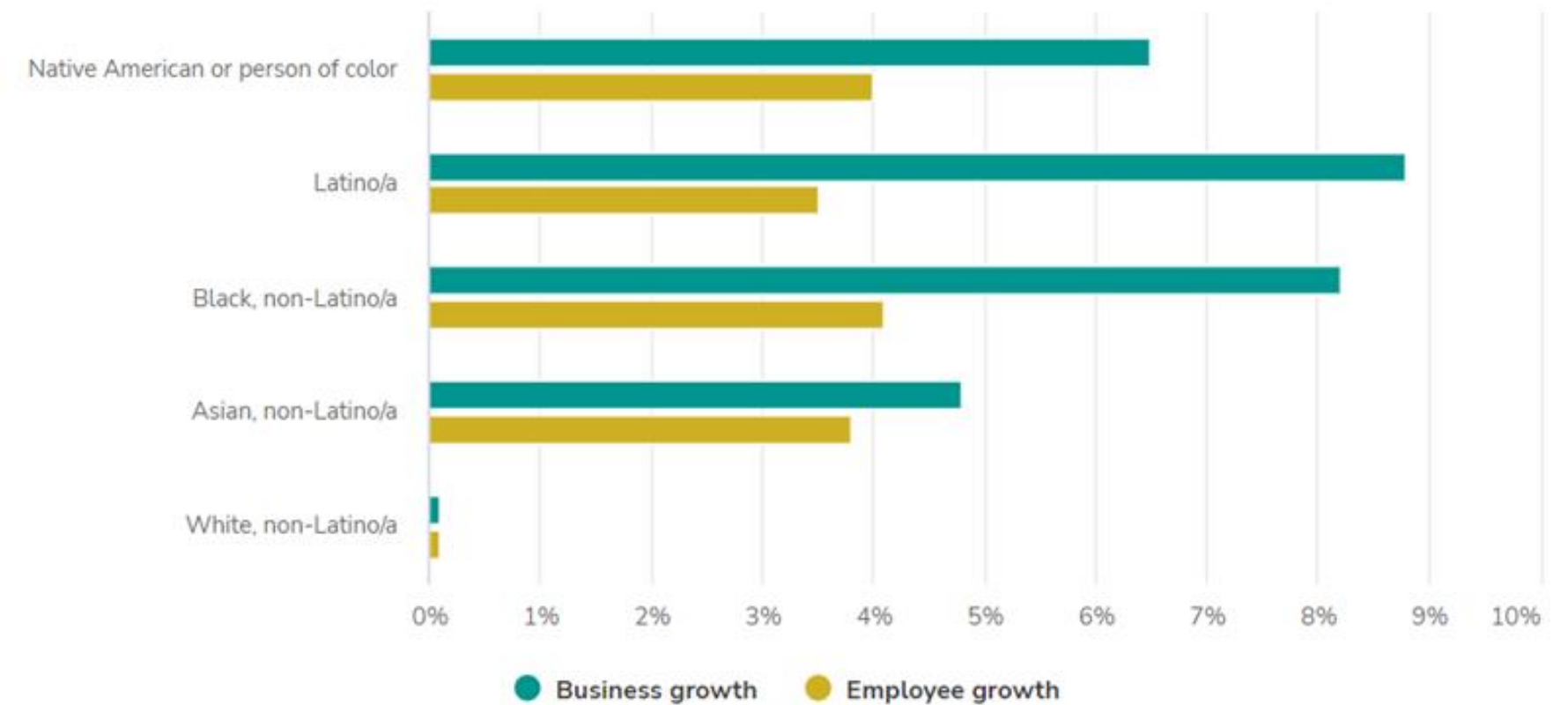
ALANA Firms by County

Country	ALANA Firms 2012
Hennepin County	19399
Ramsey County	9506
Dakota County	4,207
Anoka County	2,680
Washington County	2,089
Olmsted County	1,191
Scott County	1,095
Stearns County	811
Carver County	596
St. Louis County	589
Wright County	302
Rice County	264
Sherburne County	261
Blue Earth County	253
Beltrami County	245
Becker County	214
Kandiyohi County	202
Chisago County	184
Otter Tail County	153
Nicollet County	147
Goodhue County	139
Cass County	130
Clay County	129
Polk County	129
Carlton County	114
Steele County	111
Mahnomen County	108
Nobles County	100

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Annual growth in share of firms and employees 2007-2017

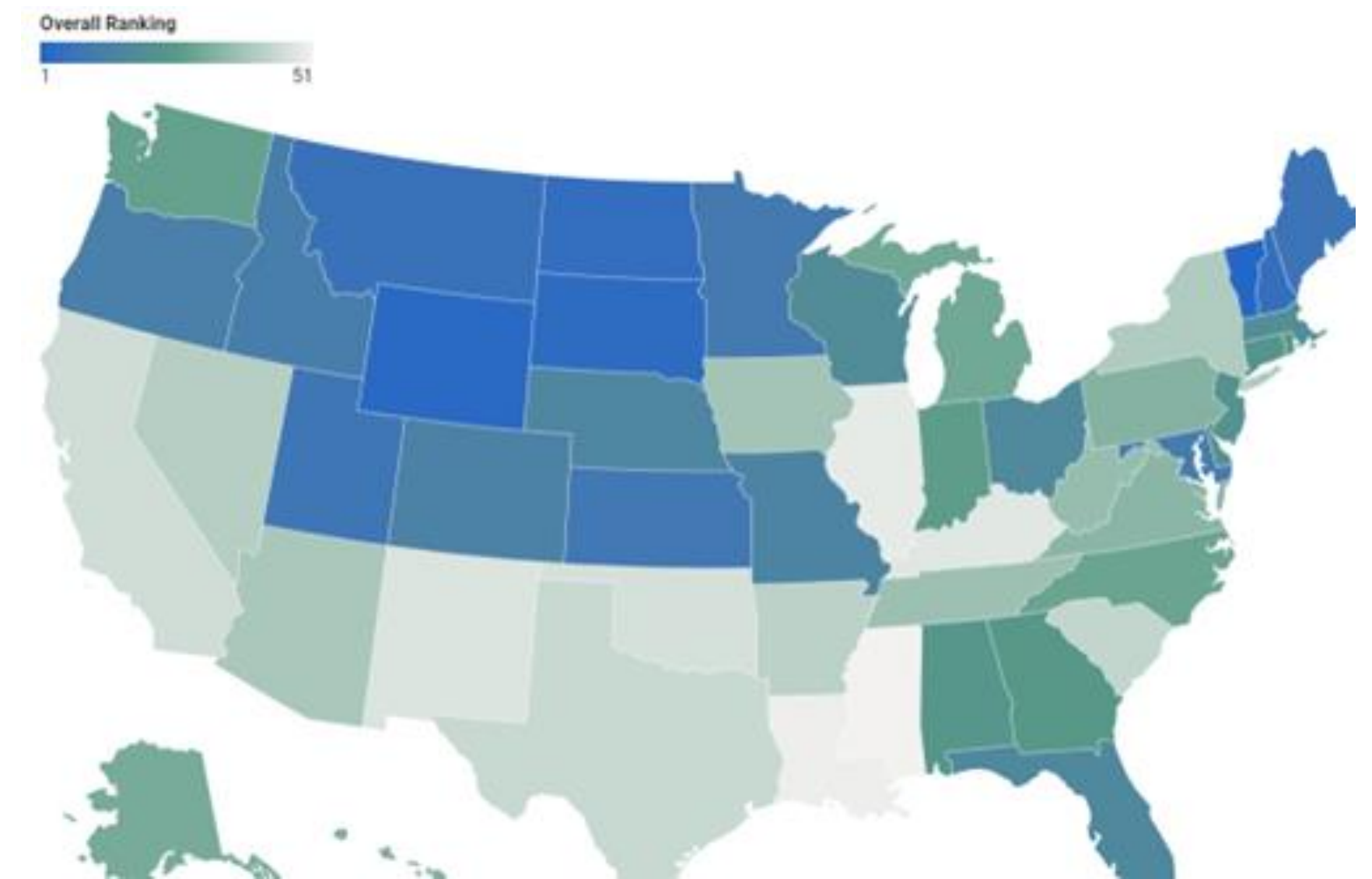


Note: Business figures for 2007 are from the U.S. Census Bureau Survey of Business Owners and for 2017 are from the U.S. Census Bureau Annual Business Survey and Nonemployer Statistics-Detailed (NES-D) tables. Ownership is categorized using the majority ownership share, and owners reporting multiple races are counted in all categories, so subgroups may not add to the total. Native American- or person-of-color-owned firms have less than 50 percent ownership by White, non-Latino/a owners. Growth rates are subject to changes in methodology in the underlying data-generation process. For example, the NES-D tables are based on administrative data records rather than survey results. Employment data are from Quarterly Workforce Indicators, U.S. Department of Labor and include employees.

Source: Federal Reserve Bank of Minneapolis, Economic Census 2012

MINNESOTA TOP TEN FOR ALANA BUSINESS - LENDIO STUDY

State	Rank (Minorities)	Rank (Black)
Vermont	1	2
Wyoming	2	1
South Dakota	3	7
North Dakota	4	4
New Hampshire	5	10
Montana	6	5
Maine	7	13
Utah	8	6
Kansas	9	18
Minnesota	10	11





WHAT IF INVESTED IN ALANA BUSINESSES IN MINNESOTA???



STRATEGIES - ALANA BUSINESSES

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LEVERAGE PUBLIC SPENDING & CONSTRUCTION TO GROW ALANA BUSINESSES

Result - Growth in Jobs & Wealth

**Legislative Auditor's
Report – Minnesota not
effectively utilizing
ALANA Businesses and
Workers**



INVEST IN ALANA WEALTH BUILDING INFRASTRUCTURE

Minnesota a Global Competitor

IN EVERY DIVERSE NEIGHBORHOOD

World Class ALANA Wealth Building Infrastructure

- Community Innovation Hubs**
Co-working spaces for entrepreneurs with access to centralized databases, technical assistance, mailbox, innovation tools.
- Flexible Capital**
Various types of capital from grants, loans, alternative finance, equity
- Land Banks & Land Trusts**
Land that can facilitate business and mixed-use developments with affordable rents
- Markets**
Access to larger markets and contracts
- Product Development**
Resources to develop products and spur innovation





**BUILD ON CURRENT
PROGRAMS MANY OF
WHICH ARE
UNDERFUNDED**



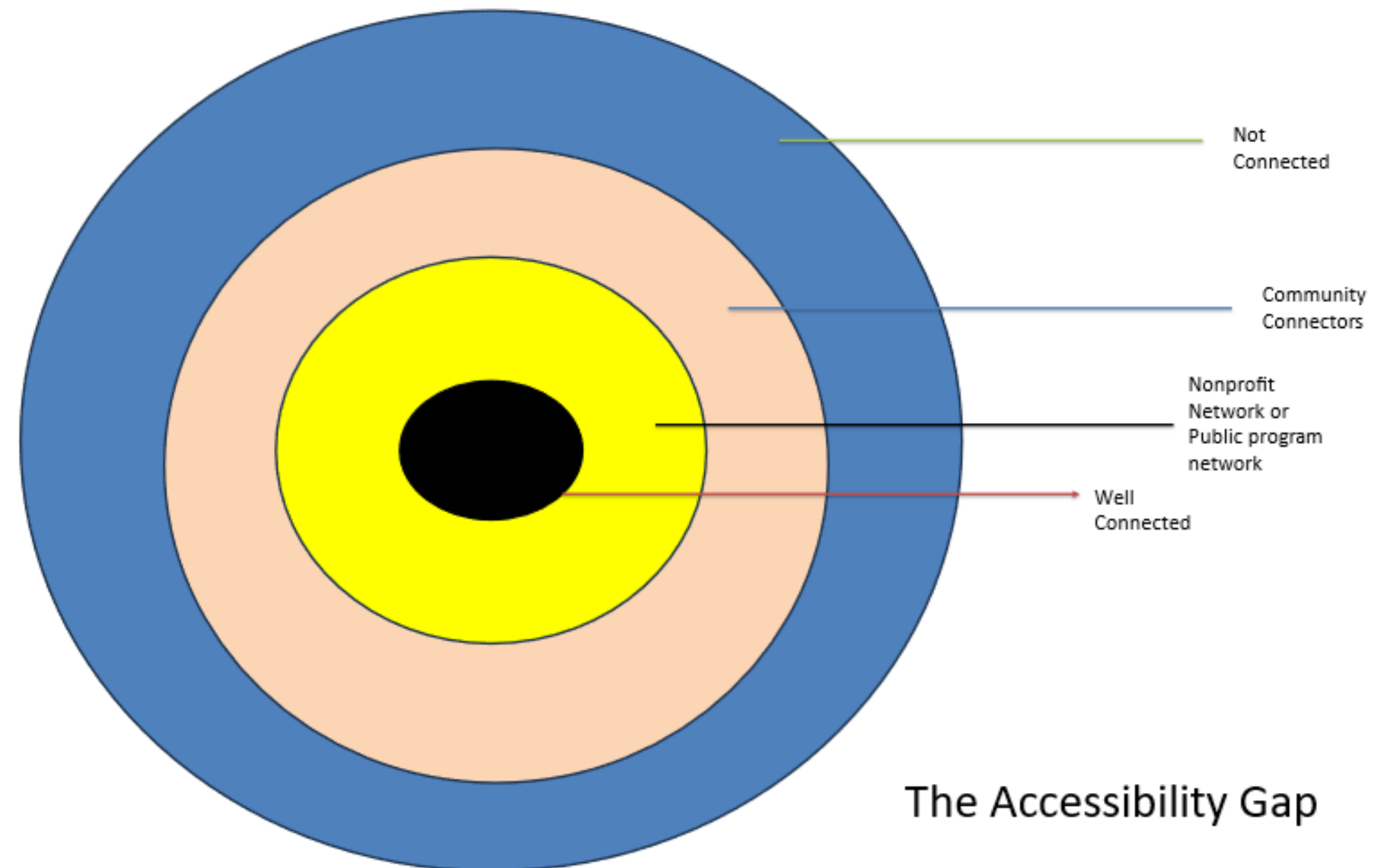
REMOVE BARRIERS

Resources, Skills and Opportunities to Grow

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ALANA FIRMS - NEED TO BE CONNECTED

Boots on the Ground
Approach



Most Programs do not reach a large segment of the ALANA population

HOW TO CONNECT THE DISCONNECTED

Boots on the Ground

Need to engage one on one on site

Language Accessibility

For effective communication

Trusted Relationships

Some areas can only be accessed through trusted networks



Act with Cultural Intelligence

Big Difference between ALANA Communities

Many ALANA Businesses and Organizations Lack Capacity



CAPACITY BUILDING

**BUILD
CAPACITY**

4 AREAS CAPACITY BUILDING

Capacity Building

01

Leadership Development

Building the skills of key leaders

02

Governance

Building Board Governance Skills and Understanding

03

Back Office

Building Accounting, Financial Communication & HR Systems

04

Reporting, Evaluating

Building reporting and program evaluation capacity

**We want organizations to
execute programs
without funding
capacity....**

THE FUNDING PARADOX

Rethink RFP Webinar to be a Learning Experience

Punitive Applications - Omit a Document and you are out?

Make Small Applicant Friendly



VALUE **ALANA** **Entrepreneurs**

The Denial of Value of a Human Being is Foundational to Racism
and All forms of Oppression

VALUE ALANA ENTREPRENEURS

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Belonging

Create an environment of Belonging

Invest in their Capacity

Wealth building infrastructure

Opportunities

Markets, Contracts, Product Development

INVEST IN CULTURAL DESTINATIONS

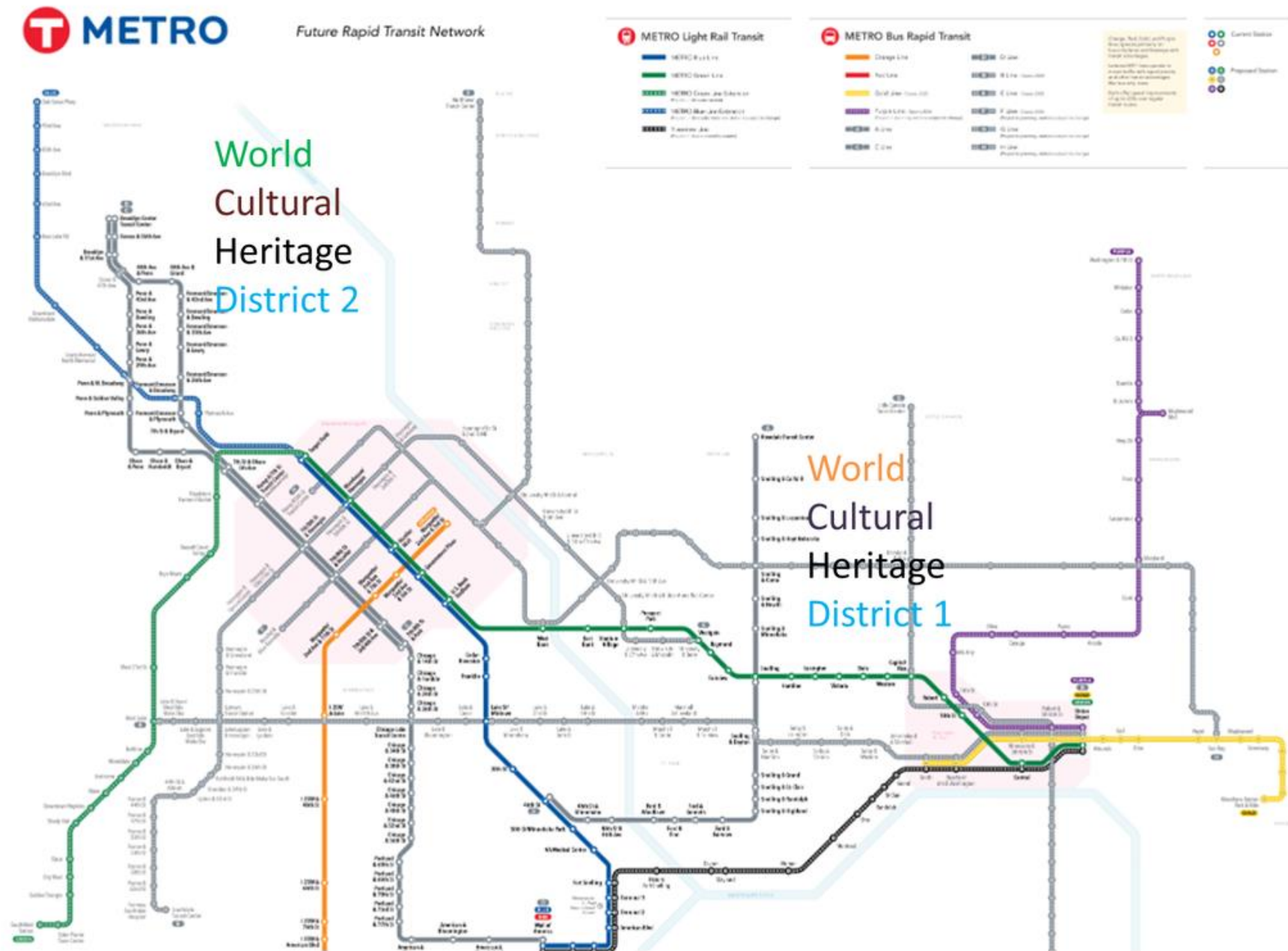
**ALANA Cultural Assets
Leverage Wealth Building**

**Economic Development
Strategy focused on "Joy"**



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THE WORLD ALONG THE BLUE GREEN LINES



Vision

Blue Line and Green Line connects the World Cultural Heritage District Eat Metro with the World Cultural Heritage District North Metro

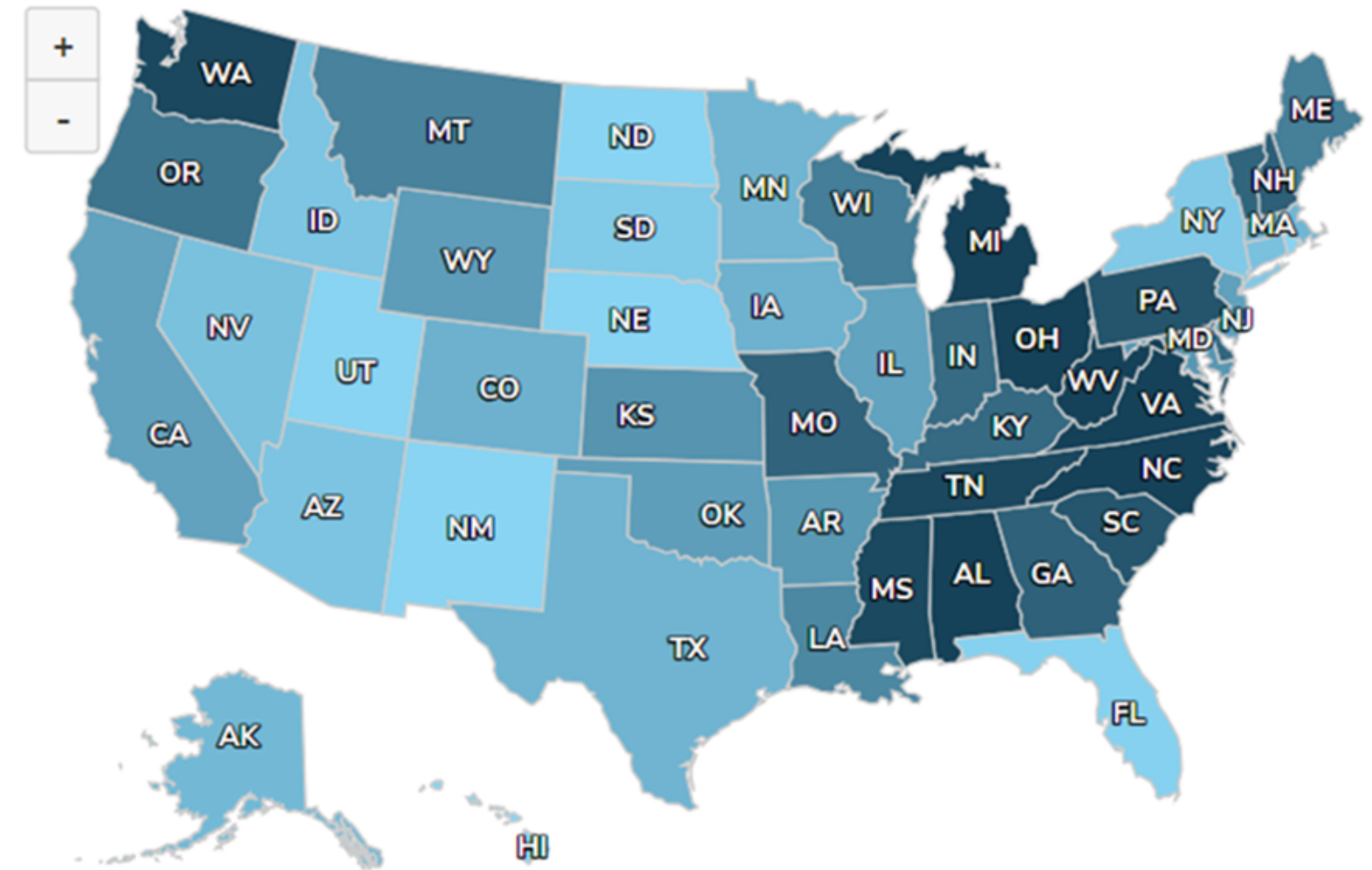


VIEW NATIVE BORN AND FOREIGN BORN AS **MINNESOTANS**

All Create Wealth in Minnesota for Minnesotans

**THEY CAN
MOVE TO
PLACES
WITH
HIGHER
INCOME**

Foreign-born household total income relative to U.S.-born incomes
75th percentile, 2019



**When we treat all as
Minnesotans we will
become a strong global
competitor**

APPLICATION
SECTION: PERSONAL INFORMATION
1. Name
2. Birth Date
3. Sex (F, M)
4. Passport No.
5. Issue date
6. Telephone (include international dial codes)
7. Applicant's postal address and email address
8. Purpose of travel/visit

MONITOR OUTCOMES

Bruce P. Corrie, PhD
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169 + Economic Development Programs in Minnesota

Need Clarity on Inclusion and Outcomes

Disaggregated Data

Unique Experiences among ALANA Firms

THANK YOU

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