

Imagining Rondo..

“NATIONAL MODEL — Potential of 21+ ACRES OF UNTAXED LAND NEAR DOWNTOWN..”

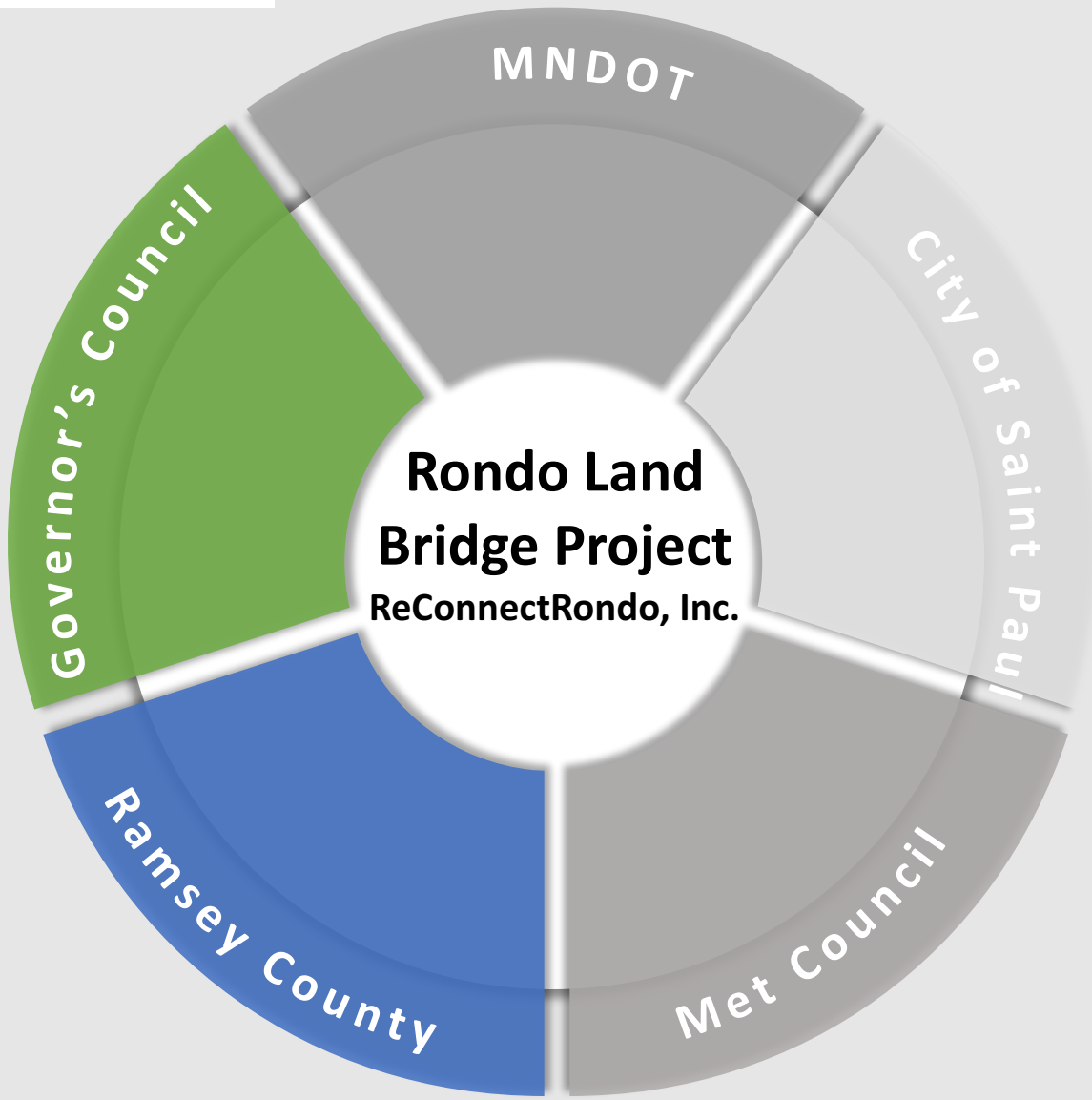
*ReConnectRondo, Inc (RCR), is leading an integrative and regenerative community-economic development process and collective engagement model in the Rondo community, that exists to address historic inequities and to harness the research, resiliency and restoration efforts for neighborhood connectivity, a civic ecological framework, as well as reshaping the economic, environmental and social needs. By leveraging public-private partnerships, systems alignment, local community leadership, and asset mapping, RCR is positioned to recruit the most qualified and committed Rondo citizens in the potential development process of the **Rondo Land Bridge Project**.*



- Infuse creativity (arts, culture and community-engaged design) into comprehensive community development and regenerative urban planning practices.
- Build on the community’s assets and distinctive attributes, recognizing and highlighting narratives of place.
- Bridge cross-sector and cross-disciplinary – collaborations of multiple partners from different sectors (public/private) and disciplines (arts, health, environment, human services).
- Employ a “It Takes A Village” theory of change and praxis that addresses the economically distressed aspects of our community, and ensures that residents with low incomes contribute to, engage in, benefit from, and are empowered by the forthcoming Equitable Development Planning activities of RCR’s developing partnerships with: The Yorth Group, Everybody In, the Minnesota Equity Trust and MNVEST.



RCR Stakeholders



MNDOT (I-94 Project Office & Community Connections Office) is RCR's transportation partner, providing the engineering, environmental and technical guidance needed for the Rondo Land Bridge (RLB) Project.

Key Opportunity: *First state to innovate transformational transportation*



City of Saint Paul (Mayor's Office, PED, and Planning Commission) is RCR's critical co-leading partner on the comprehensive planning, phased development, and approval process of the Rondo Land Bridge (RLB) Project.

Key Opportunity: *Lead resiliency and restorative community justice efforts*



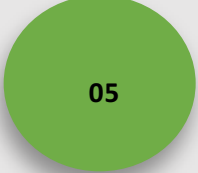
Met Council is RCR's regional planning and development partner that provides guidance around transportation planning, housing opportunities, and infrastructure that supports economic development.

Key Opportunity: *Leverage regional planning efforts through RLB Project*



Ramsey County is RCR's public health partner providing data and guidance concerning the related health impacts and environmental assessments that surrounds the potential of the Rondo Land Bridge Project.

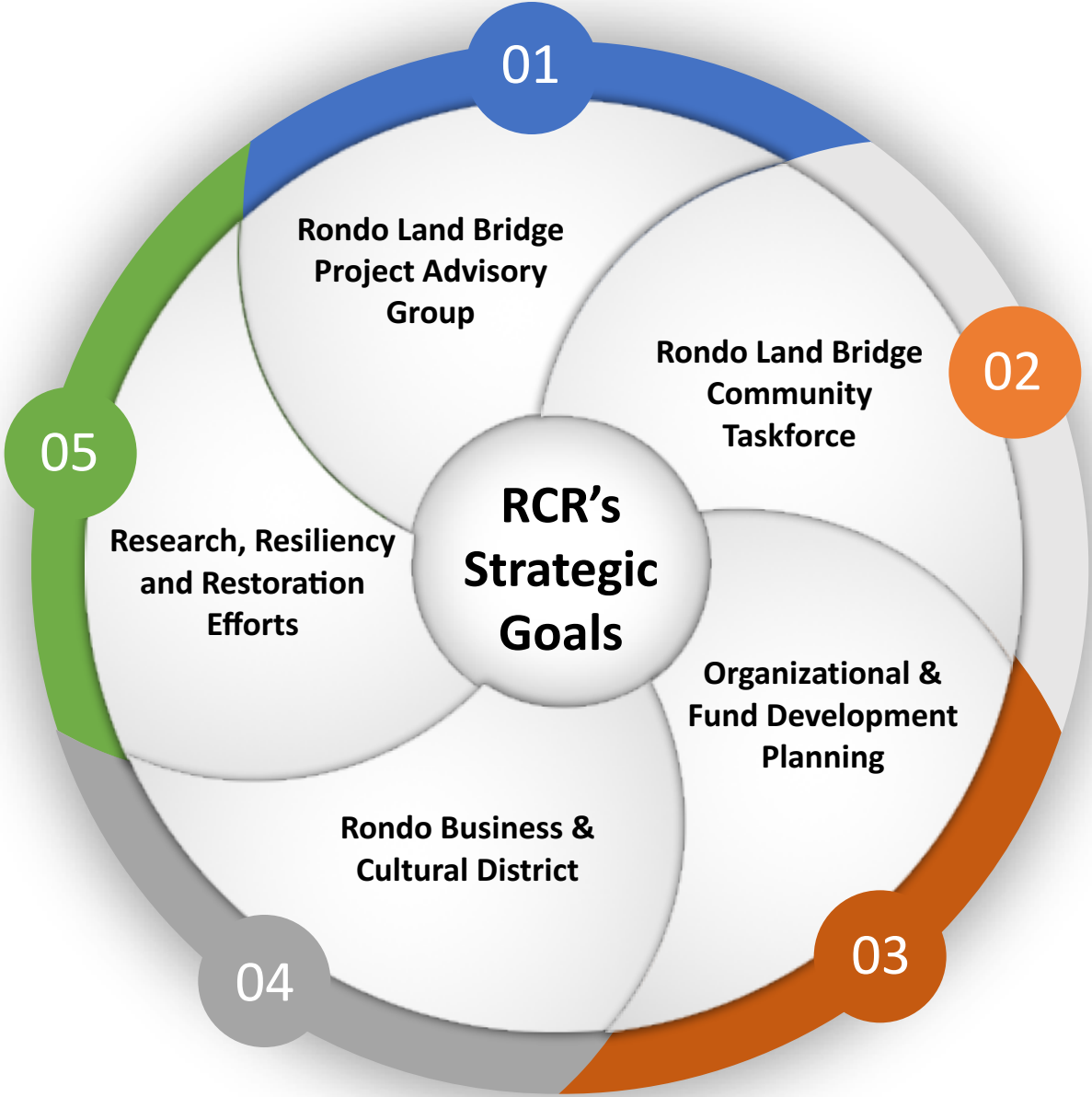
Key Opportunity: *Strengthen regional community involvement in SHIP*



The One Minnesota Council on Diversity, Inclusion and Equity will convene and coordinate the expertise and resources of the Governor's cabinet and staff in partnership with communities throughout the State.

Key Opportunity: *Fulfill Gov. Walz's vision for One Minnesota in Rondo*

ReConnectRondo's Strategic Goals





The Partnership – RCR and The City of Saint Paul



LEANING IN..

Timeline: 2019-2021

City of Saint Paul (Mayor’s Office, PED, and Planning Commission) is RCR’s critical municipal partner and co-leading agency in the comprehensive planning, phased development, and ongoing approval process towards creating a “viable project and path” for the Rondo Land Bridge (RLB).

Key Opportunity: Mayor Melvin Carter and the City of Saint Paul can be the first municipal government of its kind to co-lead in the historic regenerative, resiliency and restorative community justice efforts of the Rondo community, and the proposed Rondo Land Bridge Project.

RCR “asks” of the City of Saint Paul:

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|--------------------------------------|---|---|
| 1. *Direct Support | Phase 1 & 2 Feasibility Study | Phase 1 = \$35k Phase 2 = \$85k |
| 2. *Statement of Partnership Support | RLB Advocacy Master Planning & Design | Master Planning = \$350k
Additional Studies = \$250k |
| 3. *Public Funding | Planning Grants and Pre-Development Funding | Planning Grant = \$500k
Pre-Development = \$1-2m |

Rondo Approach



P4 Approach = *Public + Private + Philanthropic Partnerships for Community Benefit*

RCR's P4 Approach is a *Neighborhood Regeneration Model* established to facilitate:

- 1. Equitable Development** (*Eliminating Transportation, Income and Housing Gaps*)
- 2. Triple Bottom Line** (*Developing Economic, Environmental and Social Benefits*)
- 3. Strategic Placemaking** (*Leveraging Cultural, Historical and Local Resources*)

The board of ReConnectRondo, Inc, on behalf of the Rondo community, would like to ensure that the potential development of the **Rondo Land Bridge Project** includes: *Transportation Innovations and Regenerative Master Planning* – with an *Integrated Utility Hub and Integrated Utility System* for regenerative community development.



The Rondo Brand

RONDO BUSINESS & CULTURAL DISTRICT, RONDO HISTORICAL TOUR, and RONDO MUSEUM & VISITOR'S CENTER

Mayor Melvin Carter and the City of Saint Paul's Cultural District Areas (CDA's) are one "key" strategy that communities all over the country have begun to adopt to boost their economies, while realizing many other cultural, civic and economic benefits.

Attracting artists and cultural enterprises to our local community. Artists, cultural institutions and creative enterprises all contribute to a community's economic potential. Not only do they generate direct economic activity, but artists and creative entrepreneurs also can infuse communities with energy and innovation, which enhance the economic and civic capital of a location.

Encouraging business and job development. CDA's can create a hub of economic activity that helps an area become an appealing place to live, visit and conduct business. A thriving cultural scene helps a locality to prosper when consumers drawn to cultural attractions patronize other nearby businesses. This can result in the creation of new economic opportunities and jobs in both the cultural sector and other local industries.

Addressing both urban and rural needs. Metropolitan and rural areas present distinct economic development concerns. CDA's are a highly adaptable economic development approach that can take a community's unique conditions, assets, needs and opportunities into account because each district is uniquely developed according to these factors.

Establishing tourism destinations. CDA's are marketable tourism assets that highlight the distinct identity of communities and encourage in-state, out-of-state and even international visitors. Localities with strong related industries (such as restaurants, lodging and recreation) become especially attractive destinations for cultural, recreational and business travelers.

Preserving and reusing historic buildings. Some states use CDA's as a way to stimulate historic preservation. Adaptive reuse and rehabilitation of older buildings through preservation tax credits can result in structural and façade improvements. Rehabilitated buildings and spaces are opportunities for affordable cultural work-force housing, artist live/ work space and new homes for cultural organizations that can serve as anchor attractions in a CDA.

Enhancing property values. CDA's revitalize and beautify cities, towns and regions. Many successful districts combine improvements to public spaces (such as parks, waterfronts and pedestrian corridors) with property development planning. These plans can include efforts to target the redevelopment of abandoned properties, rehabilitate historic sites, and recruit businesses to occupy vacant spaces or encourage the building of new mixed-use spaces. Together, these strategies facilitate a healthy mixture of business and residential activity and can contribute to reduced vacancy rates and enhanced property values.

Fostering local cultural development. The establishment of a CDA provides a focal point for celebrating and strengthening a community's cultural identity. CDA's provide localities with opportunities to highlight existing cultural amenities as well as mechanisms to recruit and establish new artists, cultural industries and organizations.

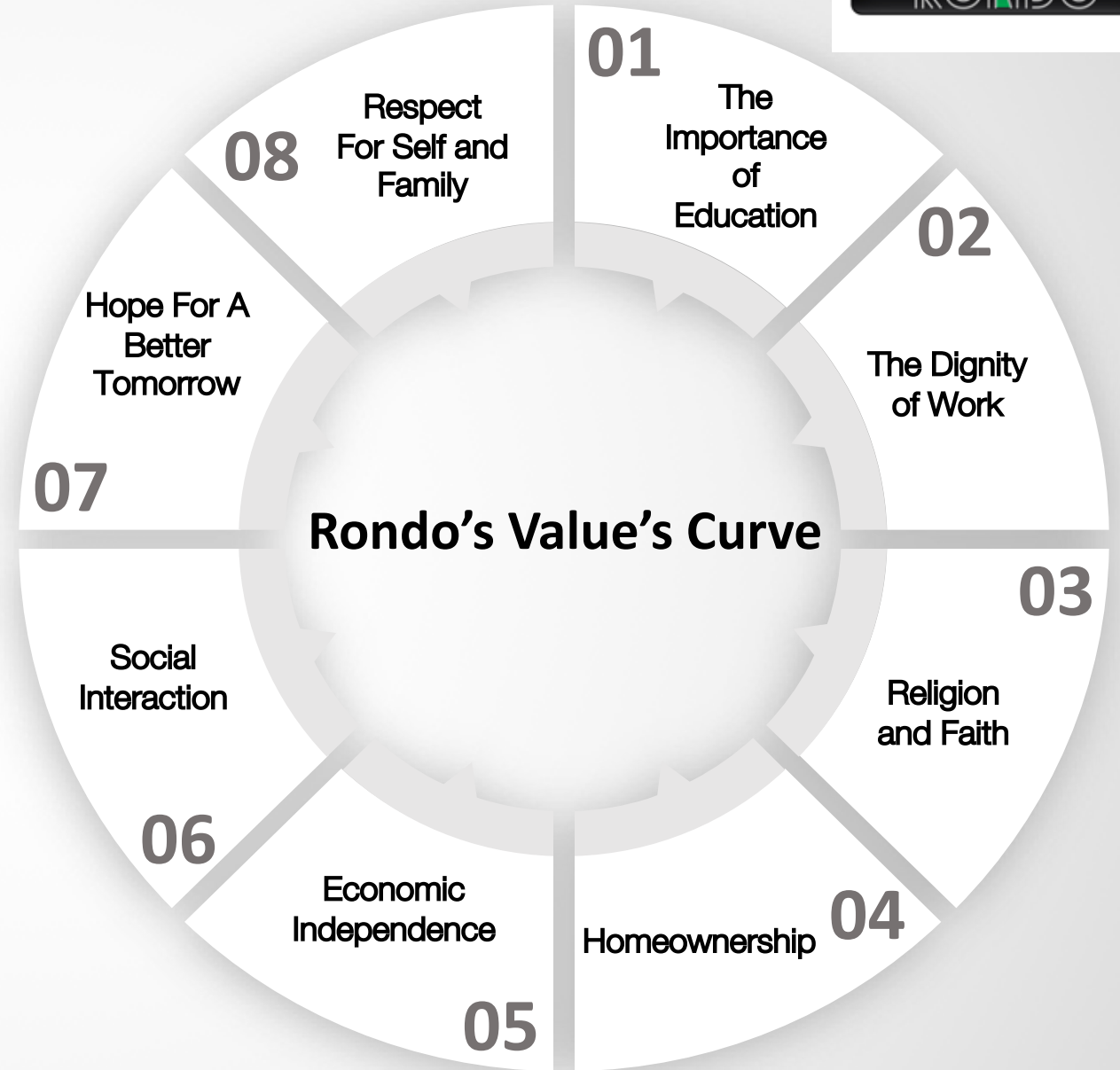
Rondo Values



It's been more than fifty years since the African-American community of Rondo in the City of Saint Paul, experienced the devastating loss of over 600 homes and 300 businesses that occurred during the height of *urban renewal* and the federal highway system movement of the late 1950's that took place throughout the United States, which affected over 1600 communities.

Now, after more than thirty-five years of *Rondo Days* and the recent groundbreaking of the *Rondo Commemorative Plaza*, because of the excitement, hope and resiliency of a “firecracker” & well respected community pillar and elder — Marvin Roger Anderson, along with other community elders, the Rondo community is exploring and supporting the community's desire to enhance their local wealth (environmental, economic, and social), resilience, and competitiveness; and help the Rondo community take control of designing and managing their future through a comprehensive collaborative and innovative process.

We've learned that **civic ecology** is a democracy-driven, whole-systems framework for creating sustainable communities, where it focuses on empowering citizens of all ages, cultures, and abilities to envision, to create, and to manage their community's unique “software” – or the integrated energy, nutrient, water, waste, material, and food systems, as well as economic flows and cultural interactions that animate their *place*.





Critical year to maintain momentum..



Community Engagement 2.0 - Rethinking I-94 Environmental Analysis (Phase 2) , ImaginingRondo.org, and all the community/regional research, resiliency, and restoration efforts and RLB Project planning of RCR's RLBPAAG and its strategic partners

Completion of Analysis - baseline community and economic data on Rondo, as well as the formation of RCR's business and marketing plan for the research, resiliency and restorative efforts and the RLB Project due diligence

Master Planning & Design - development of a finalized project concept that highlights 21st century innovations, community ownership, assets, history, and cultural strengths of the Rondo community and the surrounding region, through a P4 Approach that leverages public, private and philanthropic expertise and resources to the direct benefit of the community.

Advocacy Efforts - establishing policy related priorities and actions necessary to advance the research, resiliency and restoration efforts and RLB Project planning of RCR in the Rondo community, in strategic partnership with CMAH/Ethnic Councils and Governor's Council For Diversity, Inclusion and Equity

Viable Path & Viable Project - land and legal issues, MnTrust/RCR agreement, and MNDOT/RCR Lease agreement around the chosen concept that agrees with the planning and recommendations from the community, feasibility study, evaluation criteria, and other professional and industry expertise that best positions the RLB project

Statement of Partnership Support - RCR/Rondo community's agency and neighborhood CBA's concerning the research, resiliency and restorative efforts, along with joint targeted funding proposals, SWOTT analyses, and strategic development planning around the RLB Project in alignment with the City of Saint Paul's Comprehensive Plan

RCR's Health Impact Assessment - neighborhood and regional health impact assessment surveying around the *Triple Bottom Line* (Economic, Environmental and Social) through the targeted efforts of local residents and a network of partner orgs

Fund Development Planning - MPP Grants, Kresge Grant, Planning Grant (Build, DOT), Pre-Development Capital (MN Legislature), Opportunity Funds, and Silent Philanthropic Campaign

Defining Rondo - leveraging the Rondo Roundtable 2.0 to establish the Rondo Business & Cultural District — and the Rondo Historical Tour, Museum & Visitor's Center; as well as research the possibilities of Rondo becoming its own recognized neighborhood and district by the City of Saint Paul



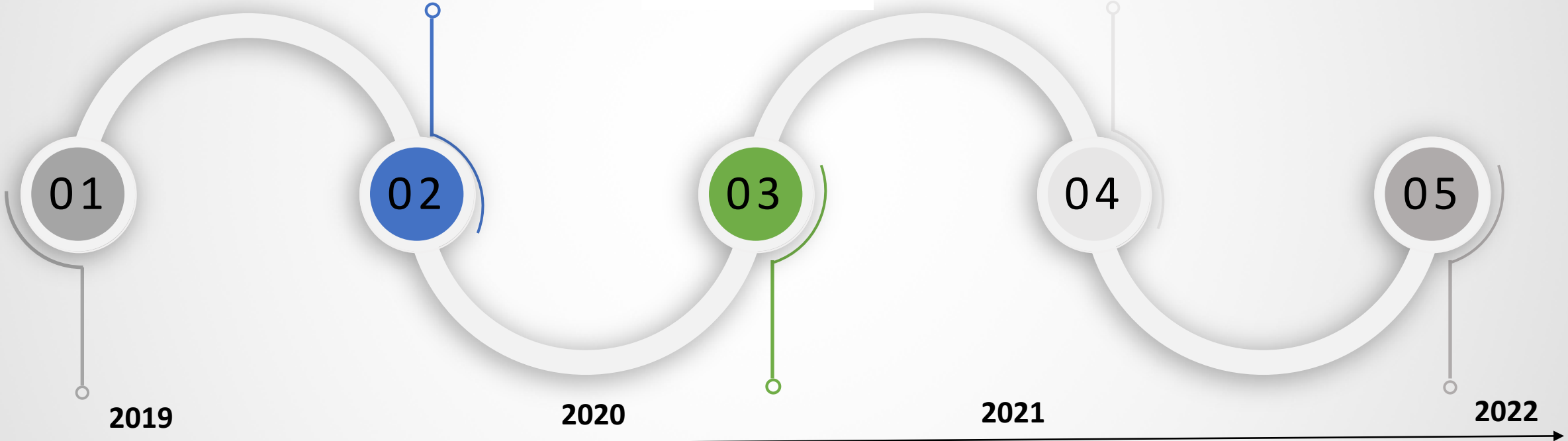
State leadership will galvanize all stakeholder involvement for the years ahead.



Seek out the ongoing technical advisement and expertise from the “approving agencies”: City of Saint Paul, Met Council, and MNDOT around the proposed Rondo Land Bridge Project.



Jointly pursue the planning and pre-development capital, master planning and design firm, Developer/Co-Developer, operations strategy and maintenance for the Rondo Land Bridge Project



Develop the critical Interagency partnerships and Statement of Partnership Support that support the planning, research and due diligence around the proposed Rondo Land Bridge Project.

Define the Viable Path and Viable Project related to the engineering, legal, technical and environmental aspects of the Rondo Land Bridge Project.

Partner in the ongoing public engagement work in both the local and regional outreaches that are conducted to solicit maximum community input, involvement and ownership.