

Victory Neighborhood Association Neighborhood Priority Plan

The Victory Neighborhood Association (ViNA) proposes to use \$19,128 of Community Participation Program (CPP) funds to support a co-working space for small and home based businesses. In its 2012/2013 CPP Plan, ViNA set aside \$19,128 of its \$77,008 CPP allocation for future neighborhood priorities. This proposed co-working space would use 100% percent of neighborhood priority funds in 2013. This proposal was approved at a neighborhood meeting on April 24 after a 21 day notification on the Victory Neighborhood website, Facebook page and through our neighborhood e-newsletter and Twitter.

This proposal for a co-working space for small and home based businesses is a result of discussions with residents at neighborhood meetings and extensive surveying at neighborhood events and online during the summer and fall of 2012. The discussion and survey center around the questions of what residents LOVED about the Victory Neighborhood and what they saw as the greatest NEEDS for improvement. One of the greatest needs that residents saw was for more businesses in and serving the Victory Neighborhood. In discussing this need at the Business Committee and Board level it was apparent that what residents were responding to was the vacant store fronts in the neighborhood and the lack of goods and services resulting. At the same time the Business committee and Board were and are aware of the many small home-based businesses operating in the neighborhood and the idea was developed to support these business and make residents more aware of them by bringing them into one (or more) storefronts in a co-working space. Co-working spaces provide meeting areas, shared office support, a refreshing change of venue for people who work out of their home, an opportunity to share expertise and marketing between small business owners and provide more visibility for them in the neighborhood. Several of these co-working spaces exist in Minneapolis but Victory residents would need to leave the neighborhood and commute long distances to use their services.

The Victory Neighborhood Association has begun contacting home based business owners in the neighborhood to ascertain their interest in a co-working space and what their needs would be in such a space. VINA proposes to use \$19,128 of the CPP allocation in 2013 to rent a storefront in the neighborhood and retrofit it into a workable space to meet the needs of the business owners. Going forward, if the co-working space concept proves to be successful and sustainable, it would be continued by assessing a monthly fee from each of the small business owners who chose to utilize it.