

# Peoples' Way Request for Qualifications Questions and Answers

The City of Minneapolis bought the Peoples' Way property at 3744 Chicago Ave in June 2023. The City is looking for a community owner to redevelop the site with a community use through a Request for Qualifications (RFQ). The RFQ was issued in November 2024, and four organizations submitted proposals. One of the teams, Urban League Twin Cities, has since withdrawn. The three remaining organizations are:

- Minnesota Agape Movement
- P3 Foundation (David's Place)
- Rise & Remember

On February 26, 2025, these organizations shared their vision for the Peoples' Way site at a community meeting at Sabathani Community Center. The presentation materials and videos are available on the [City's website](#).

Throughout February and March 2025, the City participated in a range of community engagement events where many questions were asked. Some questions were answered at the February 26 meeting and are captured in the [presentation videos](#). Below are the answers to the remaining questions from these events.

## Questions for the City of Minneapolis

**Q: What is the City's process and timeline for selecting one of the applicants to be the future owner of the Peoples' Way? How will community feedback be considered when choosing an applicant team for the Peoples' Way?**

A: The [RFQ document](#) explained that the applicant teams would be evaluated based on their relevant experience, financial qualifications, and stewardship intentions. City staff will use the evaluation criteria from the RFQ document and community feedback, including survey results, to recommend an organization for exclusive development rights to the Peoples' Way site. The community feedback will be included alongside the recommendation presented to the City Council and mayor for consideration.

**Q: What are exclusive development rights?**

A: Exclusive development rights mean the City will designate one team, allowing them to be the only ones to plan, design, and develop the Peoples' Way site for a certain period.

**Q: Many of the applicant teams and community members talked about the possibility of working together. Would the City of Minneapolis allow a single proposal that combines ideas and partners from each team to have exclusive development rights?**

A: The City encourages applicant teams to work together if they choose. The City will select one applicant team for the exclusive rights to develop the property and will eventually sell the property to that team. If the chosen applicant team wants to include ideas or partners from the other applicant teams, that can be worked out during their exclusive rights period.

**Q: Will the City start cleaning up the site, including removing the gas tanks below ground now?**

A: The City will work closely with the selected applicant's team and an environmental consultant to formulate a safe and cost-effective strategy for removing the underground tanks. What gets built on the site and the related timing will affect the approach to tank removal and soil cleanup.

**Q: How much is the City of Minneapolis selling the Peoples' Way property for?**

A: The sale price of the Peoples' Way property hasn't been decided yet. Typically, the City sells land based on its market value, which is determined by an independent appraiser. In some cases, the City may agree to a lower price depending on the project's benefits and needs. The final sale price will be one of the terms that will need approval from the City Council and mayor.

**Q: How will the City be involved in a project, with financial support or otherwise, once an organization is designated?**

A: City staff will help as requested by the chosen applicant and their team to create a project plan, develop the design and operation details, and engage the community. However, as of now the City has not set aside funds for development of the site. We expect that a project will need some type of public financial support and there may be public funding sources such as loans and grants available to support a project. City staff will work with the project team to determine what sources are relevant and facilitate applications.

**Q: Will the selected team be allowed to sell the property to anyone else in the future?**

A: The City recognizes a concern that an organization may flip the property to a different owner. The City's agreement will likely require the City's consent to sell the property for a certain period. Such a term of the land sale will be part of a future approval from the City Council and mayor.

**Q: What is the City of Minneapolis doing about public safety at George Floyd Square and police reform?**

A: The mayor has identified community safety and police reform as a key priority for 2025. It should be noted that these efforts are city-wide and not specific to George Floyd Square.

- Utilize the guidance of the Minnesota Department of Human Rights settlement agreement and the federal Department of Justice consent decree to implement reforms that guarantee equitable outcomes in all law enforcement encounters.
- Strengthen the community-safety ecosystem, providing a broad, equitable, and bias-free range of services to meet people's needs in critical moments.
- Support a comprehensive network of accessible treatment and recovery options for substance use disorder, with a specific focus on fentanyl.
- Build on record police recruitment in 2024 to continue rebuilding the Minneapolis Police Department and expand the number of community safety professionals.

For more information on these initiatives, please visit the following webpage:

<https://www.minneapolismn.gov/government/departments/community-safety/>

## Questions for all Peoples' Way Applicants

**Q: How have you been involved at George Floyd Square?**

**A: AGAPE**

The Agape Movement's involvement began on May 26th of 2020 keeping the community safe by providing public safety training to local businesses, churches and residents.

Training Workshops: nonviolent communication, (de-escalation techniques, and effective interpersonal skills, empowering residents to approach conflict with understanding and empathy), stop the bleed and active shooter, Narcan and CPR to name a few.

We mentor youth inside of middle and high schools in the community to assist with job development skills, reducing community and gun violence along with addressing issues that the youth bring to our team.

We will continue to offer restorative youth justice programs, healing and writing circles to address community trauma that has been brought on by the death of George Floyd.

The Agape Movement is a leader in the community when it comes to harmful repair by patrolling the streets during the unrest of 2020 and building a culture of respect and understanding.

Agape will continue work on harmful repair engaging marginalized communities and bridging relationships between residents and law enforcement.

### **A: P3/DAVID'S PLACE**

Our involvement with George Floyd Square is deeply personal and rooted in our lifelong connection to the community. While we have not been directly responsible for protecting or maintaining the Square, we have experienced it as integral members of this neighborhood for over 60 years living less than two blocks from The People's Way.

Over the years, we have built meaningful, lasting relationships with individuals who have or had businesses in the area, as well as with community members who frequent the Square. These relationships have given us an understanding of the challenges and opportunities within the community, and they have shaped our vision for The Peoples' Way.

Our commitment to the community is demonstrated through our actions. We have supported and led initiatives that directly address the needs of the community. Our annual Toy Drive provides fathers in need of Christmas with gifts during the holidays. We have worked to create an inclusive environment at David's Place, and it has been used as a meeting place for several organizations as well as for educational programming. The annual Toy Drive is also done at David's Place.

For 17 years, we have hosted a free 3-day football and cheerleading camp at McRae Park, providing hundreds of children with opportunities to learn, grow, and build confidence through sports. This camp is more than just an event; it's a testament to our belief in the power of community and the importance of investing in our youth.

We have actively participated in all the City's community outreach efforts related to George Floyd Square. This involvement has allowed us to stay informed about the community's needs and aspirations while contributing our perspectives as long-time residents. We have attended town hall meetings, participated in focus groups, and provided feedback on proposed plans and initiatives.

### **A: RISE & REMEMBER**

- Rise and Remember started through the work of Memorial Caretakers. To-date, we continue to preserve memorial offerings, facilitate volunteers to care for the space, and support impacted families who request that the names of their loved ones be added at George Floyd Square. Additionally, we created a pilgrimage guide program to invest in

local community members to host groups who desire to visit George Floyd Square respectfully.

- Ms. Angela spends time at George Floyd Square regularly to build relationships with our community and host new visitors to thank them.
- NEOO Partners was a very big part of facilitating community engagement around the right of way and spent countless hours with neighbors, listening and learning.
- Nylah Byrd has visited to support mold remediation efforts to help preserve the collection of memorial offerings.
- Twin Cities Art Care has supported the art conservation efforts since the summer of 2020. They continue to serve by volunteering as educators for summer Cultural Heritage Preservation interns who preserve protest art at George Floyd Square as well.

**Q: How will you welcome everyone in the community and people coming from all over the world to Peoples' Way in the future?**

**A: AGAPE**

The Agape Movement will create a healing experience that appeals to both visitors and the local community. We will share the rich history of South Minneapolis along with our stories of growing up in the community; Ensuring accessibility and inclusivity to all and maintained for future generations.

**A: P3/DAVID'S PLACE**

It's what is happening within the community center that will engage and welcome all people. We are committed to creating a space that is safe and welcoming to everyone. This includes maintaining cleanliness, ensuring accessibility, safety, and fostering an atmosphere of respect and inclusion. Attention will be paid to the outdoor space around the building which will also be clean, accessible and safe. We will partner with business's at and around George Floyd Square so that entire area will be considered welcoming to all.

Programming is what brings people into a place and space. We will offer a wide variety of interesting and relevant programming designed to engage people of all ages and backgrounds. While programming will include, but not limited to, educational programs, cultural events and social services, we are excited to offer innovative experiences and projects to engage guests. This programing will be planned based on community feedback and updated as needed.

Meeting rooms and event spaces will be available and equipped with smart technology that will enhance productivity and engagement for either in-person or remote guests.

Smart technology will be used throughout the building to optimize the experience of guests and businesses.

We will hire dedicated competent staff responsible for marketing, programming, and operations. These individuals will ensure that the space is relevant, inclusive, and responsive to the diverse needs of the community as well as guests outside of the community.

Our goal will be for all guests to have a positive, welcoming experience!

#### **A: RISE & REMEMBER**

- We will continue to host pilgrimage journeys to George Floyd Square for both local neighbors and visitors from around the world.
- We will design a space that is welcoming and inviting so that whether or not a person is here to greet them, the space gives them a warm embrace.

**Q: Have you secured, or do you have a plan to secure funding for pre-development, construction, and maintenance?**

#### **A: AGAPE**

We have a plan to secure funding with philanthropic donors on standby and other community organizations who have sourcing funds and support the project once property has been acquired.

#### **A: P3/DAVID'S PLACE**

We have a comprehensive funding plan to support the pre-development, construction, and ongoing maintenance of The Peoples' Way.

We plan to secure initial funding for pre-development activities through a combination of private donations, grants, and in-kind contributions. Additionally, P3 Foundation is willing to invest its own resources into the project, starting with a \$350,000 fund that will be set aside specifically for this initiative.

Our construction budget will be funded through a mix of philanthropic grants, corporate sponsorships, and government funding. We have already identified several potential funding sources, including the Ford Foundation, the Gates Foundation, and local community foundations.

To ensure the long-term sustainability of the project, we will establish a diverse revenue stream that includes program fees, venue rentals, and income from the business incubator.

It is our understanding that the City will provide financial support for the project and have some oversight. We look forward to working closely with the city to ensure the project's success.

#### **A: RISE & REMEMBER**

Our budget of \$2.5 million includes demolition, design, construction, maintenance, and a communal party to celebrate the reopening. We have identified grants and prospective sponsors to reach out to upon receiving approval of the People's Way Acquisition. We have also integrated raising funds for memorial-building into our Rise & Remember Festival fundraising deck.

## Questions for Specific Peoples' Way Applicants – Q&A

**Q: You have proposed a community center at the Peoples' Way with many similar services that are provided nearby. How will you work with other community organizations to support each other? How will your programming be similar or different from other community centers and organizations in the community?**

### **A: AGAPE**

Services that are offered with other community groups and organizations Agape Movement will continue to strengthen and expand current partnerships and collaborations,

by incorporating violence prevention programming and training to sustain public safety in the community.

We also use the space to build stronger relationships with businesses and residents inside of George Floyd Square and along the 38th Street business Corridor (Cedar to Nicollet Avenue) by hosting monthly meetings to fulfill community needs with wrap-around services. The wrap-around services include but are not limited to the following Housing, Employment and legal assistance, free mental health assessment by professionals and trauma recovery, recovery and substance awareness and treatment resources. A welcoming space for youth to learn theater production and media broadcasting from KRSM 98.9 and a safe space to learn in-person social and life skills.

Summary: The space will provide economic growth and financial suitability for the local community providing jobs with the healing garden, retail gift shop, restaurant and civil resilience museum.

The development of People's Way will be a tourist destination that embodies the past, present and future and the richness of 38th Street and Chicago Avenue known to the world as George Floyd Square.

### **A: P3/DAVID'S PLACE**

We believe that collaboration and partnership are essential to the success of The Peoples' Way. Our approach is rooted in the understanding that no single organization can meet all the needs

of a community, and that by working together, we can create a stronger, more cohesive network of support.

We plan to collaborate with other community groups and ensure that our programming complements existing services.

We will actively seek out partnerships with established community organizations, such as Sabathani Community Center, The FATHER Project, and local schools and parks. These partnerships will allow us to co-develop and co-host programs that address the community's most pressing needs. We will share resources, such as space, equipment, and expertise, with other organizations to reduce costs and increase efficiency.

We will work with other organizations to secure funding and advocate for policies that benefit the community as a whole. We can jointly apply for grants that support youth development or economic empowerment so that resources are used more effectively.

While some of our services may overlap with those offered by nearby organizations, staff will intentionally focus on filling gaps and providing unique programming that is not currently available or is limited in the community. We look forward to creating intergenerational experiences and supporting a two-generation approach with families.

We also have a commitment to ensuring that youth have healthy programming to support their creativity and energy. We want to provide a place where children can extend their learning beyond the classroom.

**Q: You have proposed a memorial garden at the Peoples' Way and Minneapolis is a cold-weather city. What kinds of activities will be programmed or how will the site generally be used during the cold-weather months?**

**A: RISE & REMEMBER**

- Minnesota's climate is known for cold winters. In 2020, Memorial Caretakers decided to work with the earth and not against it. So, we are conditioned to see the weather as part of our story and experience. As our indigenous neighbors teach us, we are relatives with the earth. Our memorial garden will continue to embrace that posture. People will be able to visit year-round, and in the winter have the opportunity to bundle up and experience the beauty of a snow-covered garden. Walk-ways will be cleared, the greenhouse will be accessible as an experience, and the digital exhibit will also be a covered experience.
- Ultimately, there will be flexibility in how we use the space for outdoor activities and gatherings. Leave it to Minnesotans to get creative with outdoor space that is available for them to enjoy!

## Questions that would be addressed later

Staff received the list of questions below from the community. Many of these questions were directed to a specific applicant. The selected team will answer the relevant questions below and other questions about the site's design and operations during their exclusive development rights period. During this time, the chosen team will work on finalizing the project details, including the design, operations, costs, funding, and legal agreements, and continue to engage with the community.

**Will there be places for senior programs for the community?**

**Will a bathroom attendant be trained in first aid? Narcan?**

**Please describe the early childhood education program.**

**What will your membership programs look like?**

**How do you determine restaurant ownership/management?**

**How are mental health issues/needs being addressed, especially for BIPOC, on an ongoing basis?**

**How will the business community and local residents' interests be best blended with the national and international interests?**

**How will the business community and local residents' interests be best blended with the historical significance of this site?**