What did WBBA do in 2021?

Expanded our Safety Programming

- We hired Nassise Geleta as our Safety Programs Manager; Nassise convened focus groups on safety and organized de-escalation trainings in the neighborhood
- Assisted businesses board up ahead of the Chauvin trial
- We, along with our partners at CRCC, re-convened the safety meeting as an in-person community safety meeting
- We started a new ambassador program and began integrating Youth Outreach into the program

Hosted Conversations on Land Use and Development

- WBBA convened interested neighborhood partners on the Dania Hall Task Force to create and implement plans for a community-driven development plan for the parcel
- WBBA conducted outreach with residents and businesses regarding the Dania Hall parcel
- WBBA engaged with city partners regarding the use of Lot A
- Projects Director Abdurrahman Mahmud conducted a Storefront Study exploring the use of Cedar Avenue facing storefront space for adult daycares

Helped Our Businesses

- Created a new interactive district map and directory at https://www.thewestbank.org/directory
- Launched a new website focused on marketing the district and assisting our businesses
- Helped our small businesses access grants, PPP loans, RRF funding, and other Covid assistance
- Successfully advocated for the removal of a ghost kitchen in the neighborhood that was directly competing with our businesses
- Continued to offer free technical assistance to our businesses such as help with legal, regulatory, accounting, marketing and social media
- Began piloting the City of Minneapolis Interior Improvements Program and continued to offer matching grants for storefront improvements

Cleaned Up and Beautified the Neighborhood

- Conducted a clean up and noxious weed removal project at Edna's Park
- Completed bike rack project, installing custom artist made bike racks in the neighborhood
- Began security art project to replace boarded windows with custom artist made coverings

Created a New Strategic Plan

- Identified five focus areas for our work: Unified Vision for the District, District Business Services, A Reshaped Narrative, Policy and Community Development, Staffing, Finance & Operations
- Created a flattened staffing structure and hired KJ Starr as the Executive Director
- Set strategies and milestones for achieving strategic goals for the next three years