

WHY NEW RULES

The **mission** of NEW RULES® is to develop the capacity of youth, artists, entrepreneurs, and small business owners to pursue their passions in a sustainable way that creates tangible economic growth in North Minneapolis, supporting the community from within. By taking unproductive buildings in overlooked communities and co-creating innovative spaces designed by the community for the community, NEW RULES seeks to solve the problems they have identified for themselves, personally and professionally, through realty development and activation.

The **vision** of NEW RULES is to be an essential community-based platform that links designers, artists & small businesses to the space and resources needed to grow and flourish using a holistic approach that develops replicable ecosystems and solutions of sustainable economic growth for Black & Brown communities in North Minneapolis and throughout the region.