



# The People's Way Project

# “IT’S NOT JUST A PROJECT



IT’S A VITAL CORRIDOR TO THE CONTINUAL WORK OF HEALING AND CONNECTING OUR COMMUNITY.”

- THE AGAPE MOVEMENT



# The Minnesota Agape Movement

On May 26th, 2020, Minnesota Agape Movement emerged as an alternative to Minneapolis Police Department during the unrest following the death of George Floyd. Over the course of thirteen months Agape started off working 24-hour shifts, Minnesota Agape Movement maintained a presence in South Minneapolis and George Floyd Square, building trust within the community and contributing to a significant reduction in crime in Wards 8, 9, 10 and 11. We are proud of the accomplishments of extending the organization beyond patrolling the streets to becoming a resource hub to meet community needs. Minnesota Agape Movement offers programs (Rites of Passage, Creative Writing, 97 years and counting, Trauma on top of Trauma, Burn bright youth book club) designed to help young people stay safe, reduce violence, and build a culture of respect and understanding. Our team members mentor youth participants, preventing them from entering the school-to-prison pipeline by visiting Africa to work, protect and love like a village, canvassing the community daily to build relationships with business owners and residents fostering a collective healing, safe, and collaborative environment by placing the neighbor back into the hood!



# The People's Way Project

- Our Mission
- The Team
- New Products and Services
- Competitive Analysis
- Competitors
- Size of Market
- Our Numbers
- Path to Integration

An architectural rendering of a modern multi-story building named 'PEOPLES' WAY PLAZA'. The building features a prominent corner section with a textured, copper-colored facade and large glass windows. The ground floor is a glass-fronted entrance with the name 'PEOPLES' WAY' visible above the doors. The scene includes a street with a car, a bus stop, and several human figures for scale, set against a blue sky with scattered clouds.

Intentionally designed with the community in mind.



# The People's Way Project Mission

## Minnesota Agape Movement Project Idea:

Minnesota Agape Movement (MN Agape) proposes the development of a six-story, multi-purpose facility designed to serve as a cultural, entrepreneurial, and community engagement hub. The proposed building will include the following key components:

- **Ground Floor:** A welcoming lobby, café, and retail gift shop.
- **Second Floor:** A museum dedicated to Civil Resilience, offering a historical and educational exploration of civil unrest and the resilience demonstrated at George Floyd Square.
  - **Third Floor:** An affordable business incubator to support emerging entrepreneurs and small businesses.
- **Fourth Floor:** A music and media center, featuring professional recording studios, podcast booths, and a radio station.
  - **Fifth Floor:** An entertainment venue incorporating a restaurant and bar.
- **Sixth Floor:** A rooftop garden with a dedicated community event space for gatherings, performances, and civic engagement.

# COMMUNITY SERVICES

## Transforming South Minneapolis for a Safer Future!

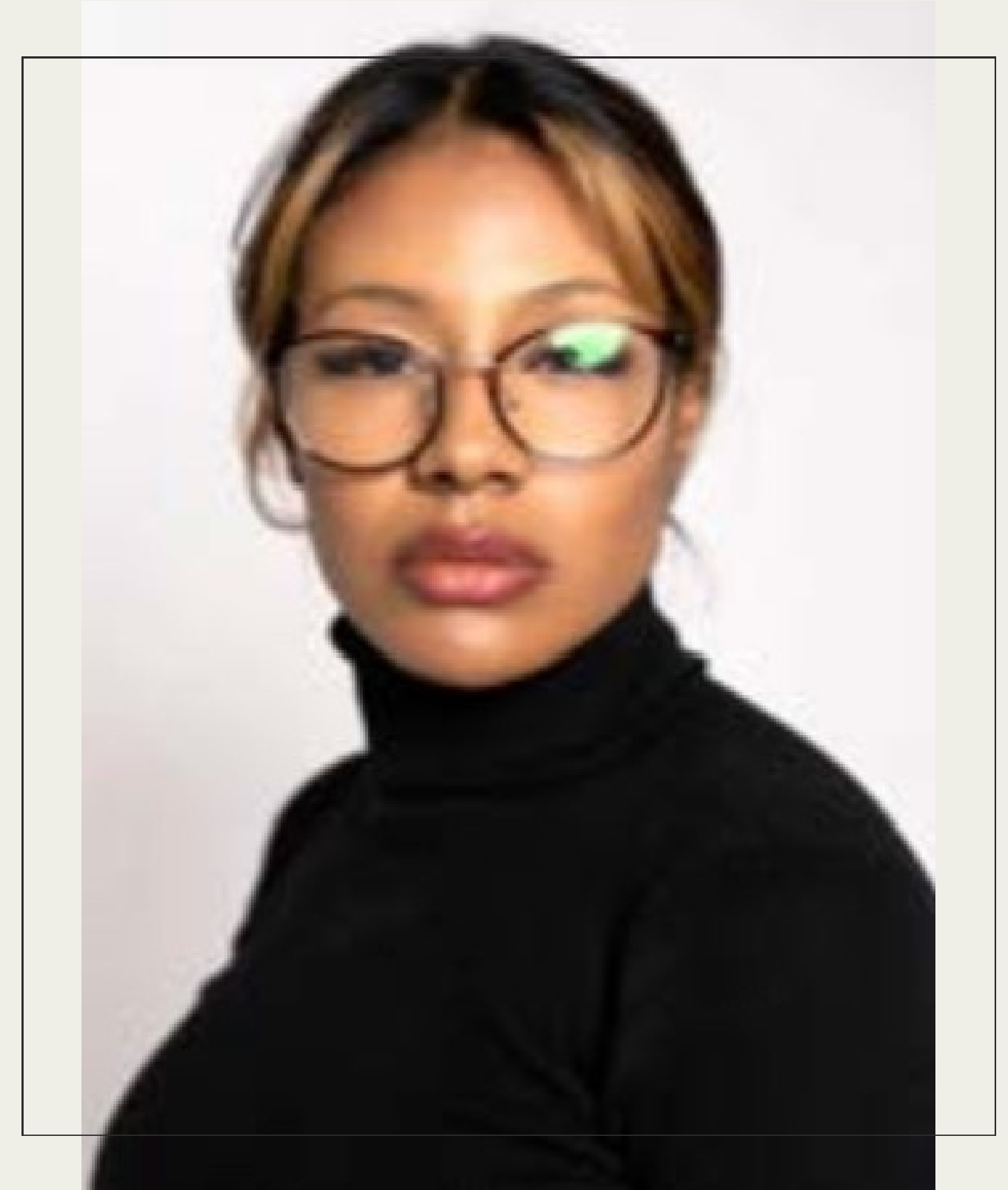
The proposed project has a strong focus  
community services: This project is designed to  
offer a diverse range of community based services



*Founder & CEO*

## Victoria Yepez

VY Management - CEO Victoria Yepez has implemented innovative deal structuring approaches to the CE space for the last seven years. She has managed commercial, industrial and residential properties has worked directly on LIHTC compliance. She has also managed over 50 million dollars of construction projects in the past two years. Driven with a passion for real estate she is now currently developing 150 units of affordable housing and 20,000 sqft of commercial space. Working with multiple high level funding sources including both 4% and 9% LIHTC



*Founder & CEO*

## Ben Dossman IV

Ben Dossman IV is an entrepreneur, philanthropist, and change agent who believes in the unwavering power of the human spirit. Ben spent several years traveling the world honing his culinary skills as a chef. He then moved to MN and thus began the pursuit of his passion for helping others. Ben founded R&B Management in 2001 while working as a real estate agent for Coldwell Banker. During the time, Ben purchased several rental properties to help others find affordable housing. From 2002-2006 Ben continued his passion for helping others within his community by serving as a City Commissioner on the Citizens Long-Range Improvement Commission. (CLIC) In 2009 Ben started a non-profit Affirmation House which provides housing to chronically homeless men. As a result of the success of Affirmation House- Ben won the Housing First Award from Hennepin County. In 2011 Ben founded Fidelity Healthcare which was initially a PCA agency providing in-home health care and has since expanded its operations to focus on delivering in-home Health Care and Life Skills training.





*Founder & CEO*

## Charles Wright

Charles Wright is local real-estate investor and entrepreneur and the founder and CEO of Shear Innovations a community health and wellness center, barbershop and beauty salon located in the Burnsville Mall est. 2008. Charles is a life long resident of the George Floyd Square.



# NEW GENERATIONS

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*Co-Founder & CEO*

## Julius Cochran

Julius Cochran graduated from Brown College with a BS in criminal justice. He then spent 5 years working with Minneapolis Public Schools in special Ed programs.. In 2015 he began working in the mental health field and ultimately pursued a MA in mental health & drug addiction counseling at Adler. In 2016 he founded New Generations, LLC and became a successful community service provider and real-estate investor. In 2021 Julius purchased the Community Corner from the Brooklyn Center School District during the Daunte Wright Protest to focus on revitalization of Black business districts within our corridors. Julius is a community organizer that advocates for "Buy The Block Back" & "Black Wall Street Initiatives."



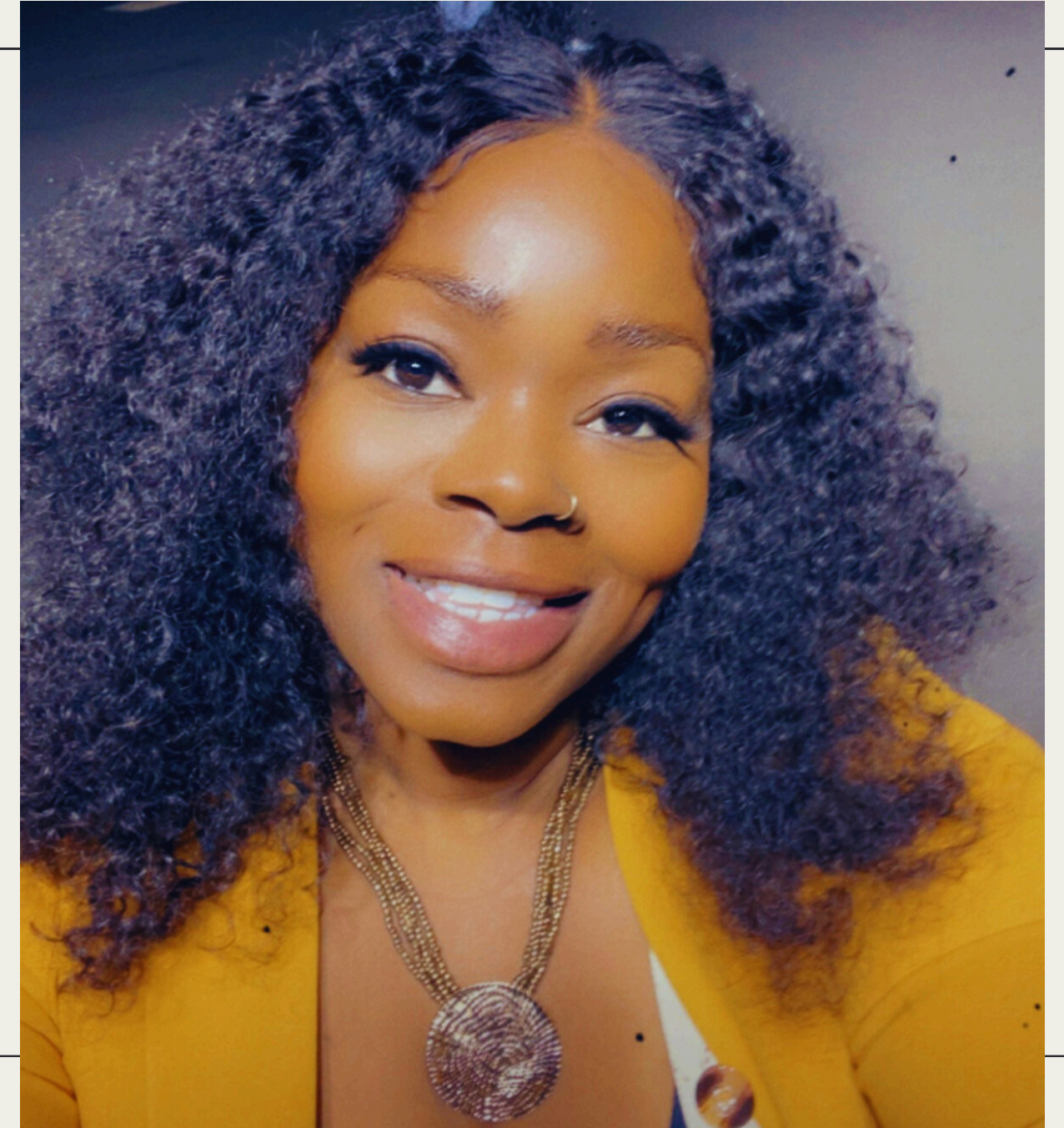
# NEW GENERATIONS

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*Co-Founder & CEO*

## Yaya Cochran

Yaya Cochran is self identified as a passionate community connector and avid youth advocate. As the Co founder of New Generations Executive Director of Intentions Enrichment Foundation, Yaya is committed to bridging the gap between youth, community and agriculture through innovative youth centered programs and community-driven initiatives grounded in community development. Yaya currently partners with Brooklyn Center Community Schools and the City of Brooklyn Center to create intentional events in schools and for the community.



## 1ST FLOOR

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- **Community Cafe**
- **Retail Gift Shop**
- **Welcoming Center**



2ND FLOOR

# Museum of Civil Resistance



# 3RD FLOOR

## Resource Community Lab & Business Incubator



# 4TH FLOOR

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## Entertainment and Media Hub



5TH FLOOR

**Community  
Lounge and  
Social Gathering  
Space**





**6TH FLOOR**

# **Rooftop Memorial Garden and Outdoor Community Space**

**Memorials:**

**Honoring the history and legacy of George Floyd Square, the development will incorporate thoughtfully designed memorials throughout the site. The museum will serve as the central space for these commemorations, with both indoor and outdoor installations dedicated to civil resilience and social justice that have been preserved by Rise & Remember and other community organizations nationwide.**



Thank you!

