

THE PEOPLES' WAY
GEORGE "PERRY" FLOYD SQUARE

RFQ Response by



Urban League
Twin Cities

Agenda

- National and International Call to Action for George Floyd
- RFQ Purpose
- Our Development & Usage Proposal
- Project Leaders & Partners
 - Marquita Stephens – ULTC President & CEO
 - Mohammed Lawal – LSE CEO & Principal Architect
 - Nawal Noor - Noor Companies Founder and CEO
 - PJ Hill – PJ Hill Enterprises Finance & Real Estate Development Consultant



“The brutal death of George Floyd at the hands of disgraced police officer, Derek Chauvin, didn’t just change Minneapolis. It ignited changemakers, activists, and civil servants in 2,000 cities and all 50 states.

It fueled righteous, loud, necessary protests in over 60 countries, police reform in over 20 states, and several proposed bills in his honor.”



*We do not own the rights to the images or commentary used in this video

Purpose

- The City of Minneapolis purchased the Peoples' Way property at 3744 Chicago Ave in June 2023. The City is working with the community to identify a community owner and use for the site. The City issued a Request for Qualifications (RFQ) in September 2024.
- Four Community Values were identified in the Request for Qualifications:
 - **Repair** the collective harms of racism and its impact on our society
 - **Center** the needs of the people and the community of George Floyd Square
 - **Honor** the life and death of George Floyd
 - **Respect** George Floyd Square as an active memorial space

Development Proposal

- George Floyd Museum will be the primary memorial site with a plan to maintain the existing street art
 - Chronical the life, murder, and legacy of George Floyd
 - Permanent memorial of the usable street action, physical art, digital media, archives, and etc...
- An Indigenous Garden will include native plants as representation of stolen lives and stolen lands
 - This will provide a space of solace, healing, and reflection
- Multi-purpose Community Spaces
- Public Restroom will be available on site as requested by community in the RFQ

Building Usage and Community Engagement

- Provide George Floyd Museum and Memorial tours
- George Floyd Theater Project
 - Provide a stage, equipment, and activity space for community center programming
- People's Way Working Group and community members will be allowed to continue to support the Mutual Aid centers
- Rental Space will be available for long term and short-term tenants
- ULTC Services will be incorporated into the functional use of the building to provide another avenue of sustainability
 - Workforce Solutions & Job Training
 - Black Gems Youth Program
 - Home Ownership Resources
 - Community Caring for its Children



SEBASTIENNE NICOLE
BROWN, LLC
ARCHITECTURE



Project Leadership & Partners



Urban League Twin Cities (ULTC)



- Marquita Stephens, ULTC President & CEO
- ULTC is an unapologetic voice and catalyst for social justice, policy change, and equitable outcomes in the Twin Cities
 - ULTC will be celebrating it's 100th Year in 2025 of serving the Twin Cities through its mission and program
- Marc H. Morial, President & CEO of the National Urban League supports the development of Peoples' Way Memorial
 - National Urban League is completing a new Headquarters in New York which includes a museum showcasing the struggles of African Americans in the North, and will provide additional guidance on curation, site development, and marketing for George Floyd Square

LSE
ARCHITECTS



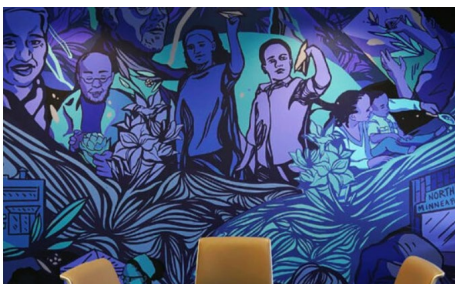
LSE Architects

Who we are



- LSE Architects, Inc. (LSE), is a 50-person professional, full-service architecture, planning and interior design firm, founded by Mohammed Lawal, Quin Scott and Ron Erickson.
- We are leaders in the architectural industry, specializing in designing meaningful functional space. We are committed to active listening and innovative engagement in support of excellence.
- LSE is a Black-owned business and we walk the talk. We are the largest Black-owned firm in the Upper Midwest.





Co-Developer & Construction Lead

- Nawal Noor - Founder and CEO
 - Nawal will serve as the Consultant for General Contracting, as well as a co-developer for the project.
- Noor Companies, established in 2012, is the largest Black-owned construction and development firm in the Twin Cities.
- Noor Companies has demonstrated success in securing diverse funding sources through public-private partnerships for our portfolio of community-focused projects.
 - Our funding strategies have consistently combined multiple capital sources including New Markets Tax Credits, state bond appropriations, and philanthropic contributions.



PJ Hill Enterprises & Intentional Consulting Services

- PJ Hill – PJ Hill Enterprises Finance & Real Estate Development Consultant
 - Former professional athlete, financial advisor, real estate developer, and former Vice President of the Minneapolis NAACP
- At PJ Hill Enterprises, we are dedicated to creating transformative change in South Minneapolis through authentic community development that empowers the people we serve.
- Own and manage several strategic properties, including a 14,000-square-foot mixed-use building adjacent to the historic Speedway site in George Floyd Square.
- As an original member of the 38th Street United coalition, a partnership of business owners, neighborhood associations, and community organizations along the 38th Street Corridor, we work collaboratively to ensure that development is community-led and prioritizes the needs and aspirations of local residents.
- PJ's leadership reflects his unwavering commitment to rebuilding not only physical spaces but also to empowering the community through trust, opportunity, dignity, and true economic liberation.

