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MEDIA RELEASE

West Broadway Organizations Employ 400 North Minneapolis Youth this Summer

Cookie Cart, EMERGE Community Development, Juxtaposition Arts, Plymouth Christian Youth Center and the Capri Theater, Northside Achievement Zone, Northside Economic Opportunity Network and the West Broadway Business and Area Coalition offer employment, social and skill-building opportunities for teens and kids.

Minneapolis, MN. June 19, 2015. [North Minneapolis](#) is home to the highest concentration of people under the age of 20 in all of Minneapolis. Nonprofits based on West Broadway,¹ the Northside's primary business district, recognize youth as one of the community's greatest assets, and work to employ and prepare teens for successful careers and lives year round. In the summer, that work expands. While around 400 youth are employed by West Broadway organizations, several hundreds more participate in educational, social, cultural and skills building programming while school is out for the summer.

"We offer jobs to youth who want to work but may not get the opportunity otherwise. Youth are our future and it's so important for them to start exploring their careers now. It is rewarding to know that our summer programs help youth become productive and positive emerging leaders in the community," says Renisha Gray, Youth Programs Manager at EMERGE.

PAID EMPLOYMENT

[Cookie Cart](#) - 1119 West Broadway

Cookie Cart provides teens 15 to 18 years old with lasting and meaningful work, life and leadership skills through experience and training in an urban nonprofit bakery. This year, Cookie Cart will engage 200 teens in 30,000 paid hours of hands-on work and classroom training.

This summer, in addition to building job skills in the bakery, teens will:

¹This release focuses on West Broadway. There are additional nonprofits not mentioned here that provide programming for youth in North Minneapolis.

- Learn about careers through workplace visits with partners like Dairy Queen and from professionals who attend networking events and volunteer in the bakery
- Participate in classroom training that builds proficiency in customer service and financial literacy
- Study for and earn important job skills credentials like ServSafe and NCRC
- Practice interpersonal communication skills and connect to new people via #CookieCartPopUp community and sales events

Juxtaposition Arts - 2007 Emerson Ave N and 1108 West Broadway

Juxtaposition Arts develops community by engaging and employing young urban artists in hands-on education initiatives that create pathways to self-sufficiency while actualizing creative power. Currently, JXTA employs 70 youth annually, and trains dozens more; during the summer, more youth spend more hours developing as professional artists.

Introductory Programs

(All programs and workshops are free with materials and supplies provided.)

Free Wall is a free introductory aerosol summer workshop. Students ages 8 to 21 have the opportunity to learn about street art history and street art -inspired textiles with local aerosol artists. The participants will learn can control and demonstrate letter composition, then piece together their name at a presentation in the final week of the workshop.

Visual Literacy Art Training (VALT) is a free program designed for young creatives to explore, refine and develop their skills in the arts. Taught by accomplished professional adult artists, VALT provides a comprehensive and hands-on arts education with an emphasis on building observational drawing skills, for youth 10 to 21 years of age.

Art & Design Employment for Youth

JXTALab Ventures is the production arm of Juxtaposition Arts and an engine of economic and social development for the organization and for North Minneapolis. After successful completion of VALT, youth ages 14-21 may apply for a paid apprentice position and work with professional artists in the Graphic Design, Textiles & Screen Printing, Environmental Design, and Contemporary Art or Public Art studios.

Through the JXTALab apprentice program, young creatives work with real clients, build their resumes, develop their artistic portfolios, and are mentored to apply to college, start their own business or find work in a creative field.

EMERGE Community Development - 1101 West Broadway

EMERGE offers [employment opportunities for 200 youth each year](#). This summer:

- 10 youth ages 16 -21 will have a chance to start their own businesses through a new EMERGE/NEON youth entrepreneurship project- (see NEON below).

- Our Link Housing program for formerly homeless elementary-age youth will also be offering all day programming for 25 youth. The kids will enjoy summer activities like sports, swimming, rock climbing, photography, scrapbooking, bike riding, and healthy eating.

Recurring EMERGE youth programs:

- [North 4 Program](#) – a cohort of 10 – 14 young men ages 16 – 21 will complete work readiness and empowerment training while working at a paid internship for 16 weeks. Year round, North 4 creates pathways to success for gang/cliue involved young men who live in four North Minneapolis neighborhoods: Hawthorne, Jordan, Folwell, and McKinley.
- [Pathways program](#) – 30 high school juniors and seniors will have the opportunity to explore careers and post-secondary options. Each participant is matched with a mentor in their field of interest for a paid internship
- Career Camps so that more than 40 youth can experience job shadowing, college tours, informational interviews, and more.

[Northside Economic Opportunity Network \(NEON\)](#) - 1011 West Broadway

NEON's mission is to expand economic opportunities and build wealth for North Minneapolis residents through the creation, growth and development of small businesses in the North Minneapolis area. This summer, NEON will assist ten youth ages 16 through 21 to become entrepreneurs through a partnership with Emerge Community Development. The program lasts 8 weeks. Youth will receive entrepreneur training and business consultation from NEON, be exposed to different types of businesses, receive mentorship from local business owners, build a micro business plan and put the plan into action.

Through the partnership, EMERGE and NEON aim to expose youth to entrepreneurship as a viable career option and create opportunities for youth to increase problem solving and innovation development skills.

[West Broadway Business and Area Coalition \(WBC\)](#) - 1011 West Broadway

The WBC curates community-identified activities designed to transform West Broadway into a thriving commercial corridor that meets the goods, service and entertainment needs of neighborhood residents, businesses, and visitors. Through the [West Broadway Farmers Market](#), the WBC employs two Northside Step Up interns and two North 4 interns to assist with market logistics and engage members of the market community.

[FLOW Northside Arts Crawl](#), a program of the WBC, celebrates its 10th anniversary this July 23-25, and expects to draw 10,000 people to West Broadway. On average, 100 Northside youth show or perform their artwork during FLOW. All of the organizations listed in this release will be participating in this exciting community and artistic event.

PROGRAMMING AND EDUCATIONAL ACTIVITIES

[Northside Achievement Zone \(NAZ\)](#) - 2123 West Broadway

500 NAZ kids pre-K through 8th grade will attend summer academic programs at 5 partner sites throughout North Minneapolis. Partners include 21st Century Academy, Ascension, NSJ Beacons

Academy, Breakthrough Minneapolis, and PYC. All 500 kids will show off their academic progress during what promises to be an inspiring and fun-filled stage show at FLOW Northside Arts Crawl on Friday, July 24.

NAZ parents and youth are leading the transformation of North Minneapolis into a college-going community. One of the critical ways we partner with these leaders is NAZ Family Academy—an intensive curriculum that empowers parents and youth, teaching positive practices that support academic success. [NAZ Family Academy's](#) parent education and empowerment classes will take place throughout the summer.

[Capri Theater and Plymouth Christian Youth Center \(PCYC\)](#)- 2027 West Broadway

PYC, owner and operator of the Capri Theater, has three free core summer programs for youth:

● [Summer Camp Capri](#)

Middle School Arts Camp for 25 students who've just completed grades 5 – 8.
Teaching Artists: Greta Oglesby, Dennis Spears, T. Mychael Rambo (and more)
9 a.m. – 4 p.m., Monday through Friday
July 6 – August 7

Contacts: Camp Capri Company Manager Kiana Batteau, kbatteau@pcyc-mpls.org, or the Director of the Capri Theater, James Scott, jscott@pcyc-mpls.org, 612-643-2024.

● [CAST/Glee “Theater from the Ground Up”](#)

Creating full productions from CAST’s “New Voices Play Festival,” complemented with music.
Open to high school students and adults.
Directed by Kevin D. West
1 to 4 p.m., Tuesdays, Wednesdays, Thursdays
June 9 – July 16

Contact: Director of the Capri Theater, James Scott, jscott@pcyc-mpls.org, 612-643-2024.

● PCYC Drop-in Summer Fun at Cleveland Park

Fun activities for kids of all ages. No advance registration – kids can just drop in. In previous years, 50-100 kids attend each day.
9 a.m. to 4 p.m., Monday – Friday
June 15 – August 7
Cleveland Park, 3232 Queen Ave. N., Minneapolis

Contact: Catrice O’Neal, 612-643-2026, coneal@pcyc-mpls.org

