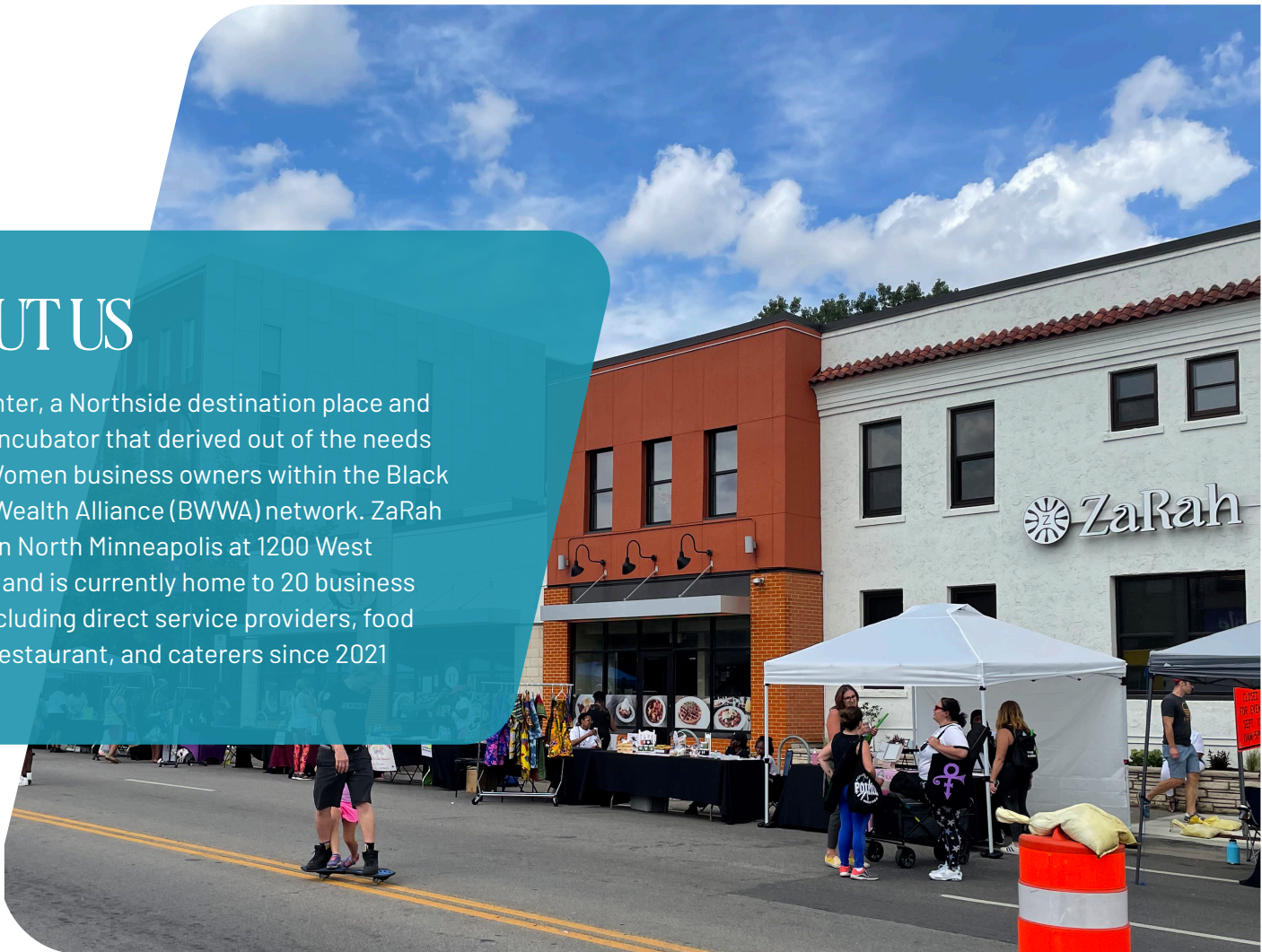


## ABOUT US

ZaRah Center, a Northside destination place and business incubator that derived out of the needs of Black Women business owners within the Black Women's Wealth Alliance (BWWA) network. ZaRah Center is in North Minneapolis at 1200 West Broadway and is currently home to 20 business owners including direct service providers, food trucks, a restaurant, and caterers since 2021



## OUR MISSION

ZaRah Center aims to build wealth through entrepreneurship. We do this by providing Black Women business owners with affordable space to operate their businesses and other essential tools & wrap around support needed to grow, scale and sustain their businesses. ZaRah Center focuses on early & mid-stage businesses within the health, wellness, beauty, and food industries with employees ranging between 0-2 and annual revenue between \$50k-\$150k.



# OUR STRATEGY

The ZaRah Center incubates and grows the personal and professional capacity of Black Women business owners through over a 3-5yr period at a pace that meets individuals where they are and allowing for sustainable growth. Businesses work within a cohort model of peers across multiple industries, engage in monthly cohort meetings, education & training sessions, collaborative events, wealth building education & support and more alongside our program staff. Our rightsized spaces, tools, and resources enable business owners to scale to market while increasing revenue, creating local jobs, and provide relevant services to the local community.



## 2023-24 EXPANSION

BWWA acquired the 1200-10 buildings June 30th, 2021, we immediately converted the suite areas of the buildings into the ZaRah Center to address some of the immediate needs of affordable operation spaces for Black Women business owners.

The building is 28,000 sq ft with 36 parking stalls, has 2 functional levels and 2 unused basements that total 6,000. The current building amenities include 2 small commercial kitchens, 1 large food prep area, 1 midsize restaurant & outdoor patio area, 15 commercial suites, 6 bathrooms, 6 janitor utility rooms, 1 lift, and 1 atrium area. The building is also over 100yrs old and has not been significantly modified since it was built. The current commercial suite sizes, and the building layout & design has the capacity for 10 large to mid-size businesses/organizations, 5 small businesses and up to 10 food trucks & caters.

Our vision is to expand on the potential of ZaRah Center by converting it into an incubator space that will serve and grow the capacity of hundreds of businesses over time that will power local and broader economies through its services, and created jobs that results in obtained wealth. We've reimagined the building design, layout and amenities to support the structure and programming Black Women owned businesses needs to achieve their goals and reimaged the building into an accessible amenity that will provide the local community with a consistent and healthy source of food, gathering space, direct wellness services, transition space for transit users including pedestrians & bikers, and a general resource for business owners.

## WRAP AROUND SUPPORT SERVICES INCLUDE

- ✓ Business assessment & growth/revenue strategy planning
- ✓ Marketing, accounting, and operational system support
- ✓ Equipment, inventory, and general business supplies & tools
- ✓ Increased industry knowledge, networking, events and leadership opportunities
- ✓ Budgeting, saving, and retirement planning
- ✓ Equity capital grant support, and broader lending preparation & support
- ✓ Event and coworking space
- ✓ Certification & procurement opportunities



# RENOVATION FOCUS AREAS

**Commercial Suites:** Convert into 25-30 small size suites

**Restaurant & Kitchen Areas:** Convert restaurant into a food hall hosting 3 vendors, relocating & expanding commercial kitchen and for up to 30 food trucks & caterers.

**Basement Areas:** Add storage space and add wellness infrastructure & equipment

# RENOVATION TIMELINE:

Fall 2023-Spring/Summer 2024  
Pre-design:

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June 2022-December 2022: A concept has been decided Design/Cost Estimate:

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Jan 2023-October 2023: Design stage is midpoint; final details are wrapping up. Construction estimate/schedule completed, Due Diligence/Permits:

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October 2023- Begin Construction May/June 2024-Construction Completed

# ADDITION FOCUS AREAS

- ✿ Event/Education Space- part of 5,000 sq ft expansion
- ✿ Rooftop Patio- part of 5,000 sq ft expansion
- ✿ Birth Center- part of commercial suite renovation
- ✿ Elevator from basement to 2nd floor

## EXPANSION COST:

\$10,837,500

## FUNDS RAISED:

\$7,610,000

## TEAM:

BWWA, Element, Tri-Construction/JE Dunn, LSE, Knock, Sapientia Law. Metro Blooms

## PARTNERS:

Sunrise Bank, City of Mpls, Fortis Capital, Met Council, Hennepin County, DEED, LISC, NEON, Phillips Family Foundation

## CONTACT:

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