



## **V3: Health, Wellness, Equity, Opportunity**

**Investing in the Northside:** In 2007, Erika L. Binger founded V3 Sports to teach Northside youth to swim and train for triathlons. In the years since, V3 athletes have competed and placed at multiple National Championships, and V3's work has grown to encompass health, wellness, equity and opportunity. Through fitness, water safety, education, and economic impact programs, V3 is a community catalyst for the Northside.

The V3 Center will be the next step in V3 Sports' two-decade mission to provide wellness, enrichment, and leadership opportunities for Northside residents. Located at the corner of Plymouth and Lyndale Aves. N., the V3 Center will create over 100 new jobs and add \$5.2 million annually to the local economy. It will also allow us to significantly expand our programming, our partnerships, and our impact.

Programming will not pause during construction. As we build, we will continue to grow.

**Intersecting economic and health inequities:** A 2021 report from McKinsey & Company put hard numbers on the difficult realities Black Twin Cities residents have long understood: our region is home to stark gaps in economic outcomes between Black and white residents.

For example, in the Twin Cities:

- The median family income for Black families is less than half that of white families.
- Black families experience a poverty rate four times that of white families.
- Black workers experience an unemployment rate of over twice that of white workers.
- The median wealth of white families is nearly 8 times more than that of Black families.

Over a third of Northside residents are under 18. V3 tackles inequity with programs that build young Northsiders' educational achievement, health, fitness, financial literacy, and leadership capacity--setting them on a trajectory of educational success, career achievement, healthy living, and civic engagement.

**On the Northside for good:** V3 Sports offers aquatic programming, after-school academic and financial literacy, sports performance training, and STEAM programming.

Current programs and those in development include:

- Out-of-school time enrichment programming and support for academic achievement.
- Swimming for all; as we build, we are partnering with Franklin Pool in North Minneapolis to offer free and very low cost learn-to-swim programming.
- Development of learn-to-swim curricula that responds to barriers experienced by Black youth and parents.
- Partnerships with the Northside Achievement Zone, Northside Achievement Zone, Boys and Girls Clubs, Minneapolis Public Schools, and more to extend swimming and water safety programming to more community members.
- Career pathways programming and employment opportunities (when open, this includes kitchen and café staff, swim instructors, lifeguards, etc.

- Experiential STEAM programming that will leverage the V3 Center as a real-world laboratory and studio to create art (music to be used in the building), learn about STEM applications (water filtration and engineering systems), and connect interests to careers.
- Teambuilding and character development through athletic training and competition—swimming, running, bicycling—with plans to add volleyball, basketball, lacrosse, weightlifting, yoga and more once the V3 Center is open.
- Health and wellness programming that will include cooking and nutrition learning in the kitchen and café, once open, and healthy lifestyles programs for all ages.

**Fueled by Partnership:** Partnership is at the heart of the V3 model. V3 doesn't compete but forges deep collaborations with partners to extend programming and impact to more youth and families in North Minneapolis.

<b>Program Area</b>	<b>Partnerships in place or discussions underway</b>
Swimming	Ascension Catholic Academy, NAZ, Sankofa Swim, MPS
Sports	Sanneh Foundation, Heritage Youth Foundation, All Star 100, MN Track, HomeGrown Lacrosse, TU Dance
Health and Wellness	Youth & Families Determined to Succeed, Kipp Minnesota, TU Dance, Northside Mindfulness
Mentoring	Boys & Girls Clubs, Bolder Options, BBBS
Career and Job Training	Youthprise, Summit Academy OIC, Emerge, Appetite for Change

V3's collaboration with Youthprise demonstrates this approach. Youthprise will oversee and operate V3 Center's café, using it to provide job training and career mentorship for youth. This unique collaborative operating model is a multiplier effect for impact.

**V3 Center:** With deep roots on the Northside, V3 knows that the neighborhood needs greater access to the basics that support healthy living—parks and pools for outdoor recreation, grocery stores that stock fresh foods, and safe spaces to swim, bike, walk, and run. The V3 Center will respond to these gaps in access. Features will include:

- 120,000 square feet of space dedicated to community.
- An Olympic-sized competition pool, instructional pool, and warm-water therapy pool.
- A kitchen and café with the capacity to host cooking and nutrition workshops.
- An indoor track, workout areas, spin room, and multipurpose courts.
- A drop-in childcare center, study areas, classrooms, and community meeting spaces.
- Space for healthy lifestyle businesses, including incubator space for community startups.

Construction has begun; we plan to have a soft opening in Q1 2024 and open the doors to the entire V3 Center in 2026. Throughout the construction phase, V3 will continue to provide programming in the community, moving into the Center as phases are completed.