

MOVE • **CONNECT** • **THRIVE**

The Homegrown Movement Campus
at the Upper Harbor Redevelopment in North Minneapolis



THE NORTH MINNEAPOLIS RIVERFRONT TRANSFORMED

INTO A WORLD-CLASS HOME FOR MOVEMENT, HEALTH, & CONNECTION

The Northside Homegrown Movement Campus will be a centerpiece of the City's 50-acre Upper Harbor redevelopment, transforming the riverfront into a world-class destination for movement, health, and connection. It is a community-driven campus designed for access, opportunity, and belonging in every season, year-round.

AN INTEGRATED ECOSYSTEM FOR 365 HEALTH, PLAY & BELONGING

2 FULL-SIZE TURF FIELDS

Community First Access Model
After-School Open Dome
Open-Air May-Oct.
Domed Nov-Apr

TRACK/COURT FIELDHOUSE

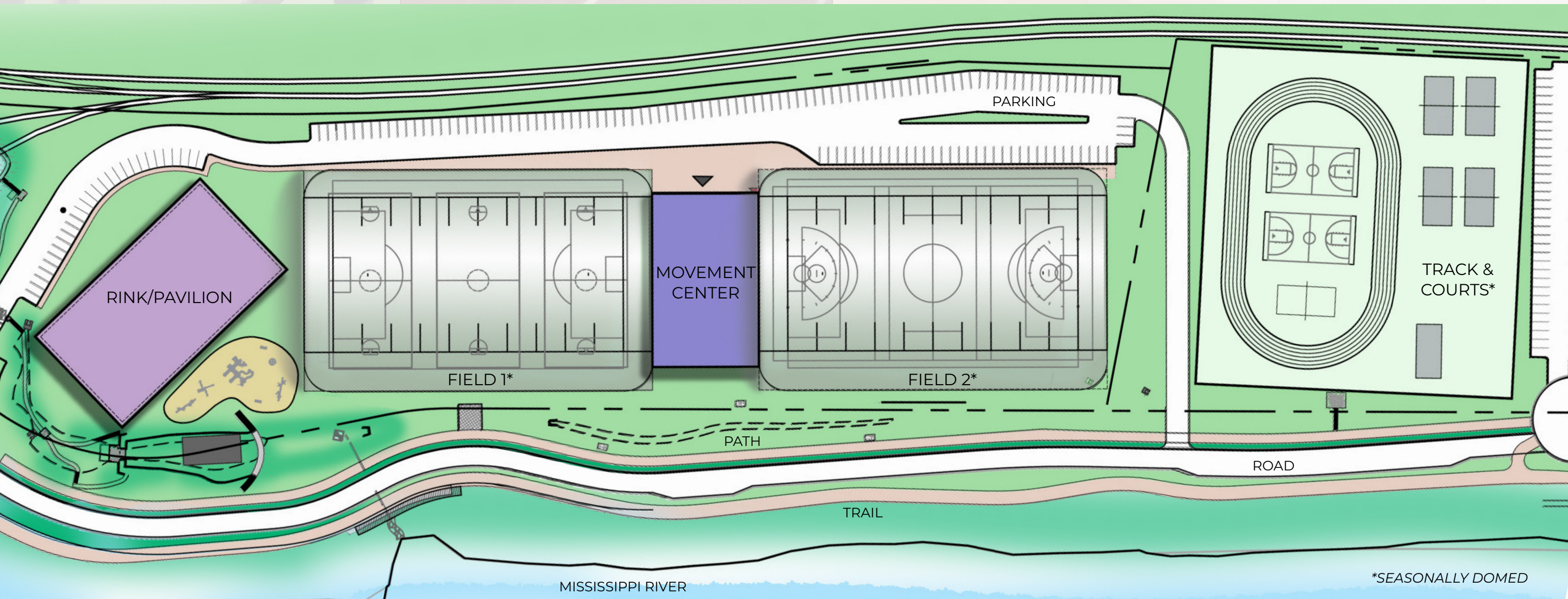
200M Hydraulic Track
Adaptable Court/Fitness Space
Open-Air May-Oct.
Domed Nov-Apr

MOVEMENT CENTER

Group Fitness - Yoga/Dance Studios
Lobby - Elevated Viewing Areas - Cafe
Sports Medicine - Sauna/Ice-Baths
College/Career/Program Incubators

PAVILION/RINK

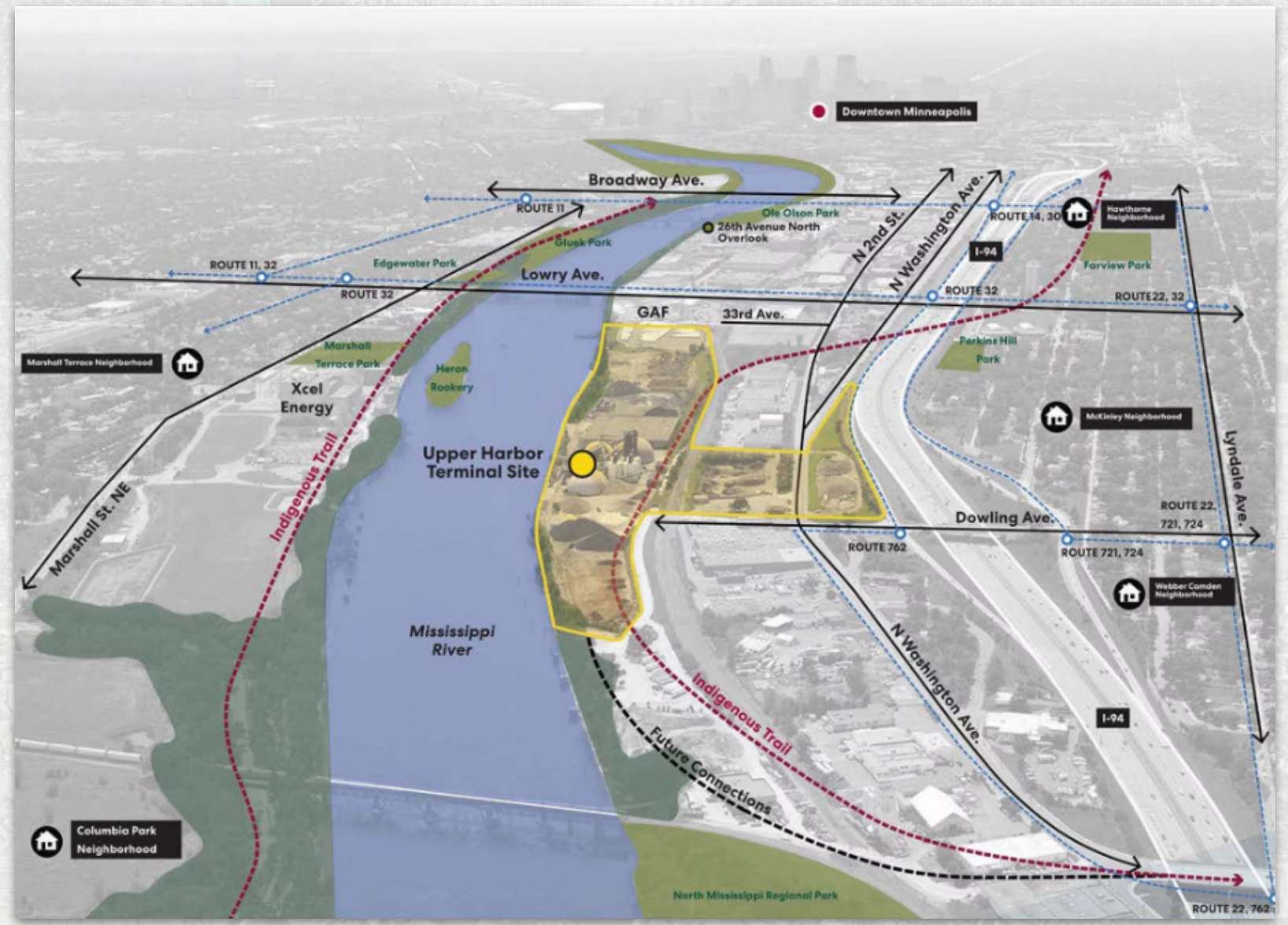
Winter Ice-Rink
Summer Roller-Rink
Community Rentals
Cultural Events



*SEASONALLY DOMED

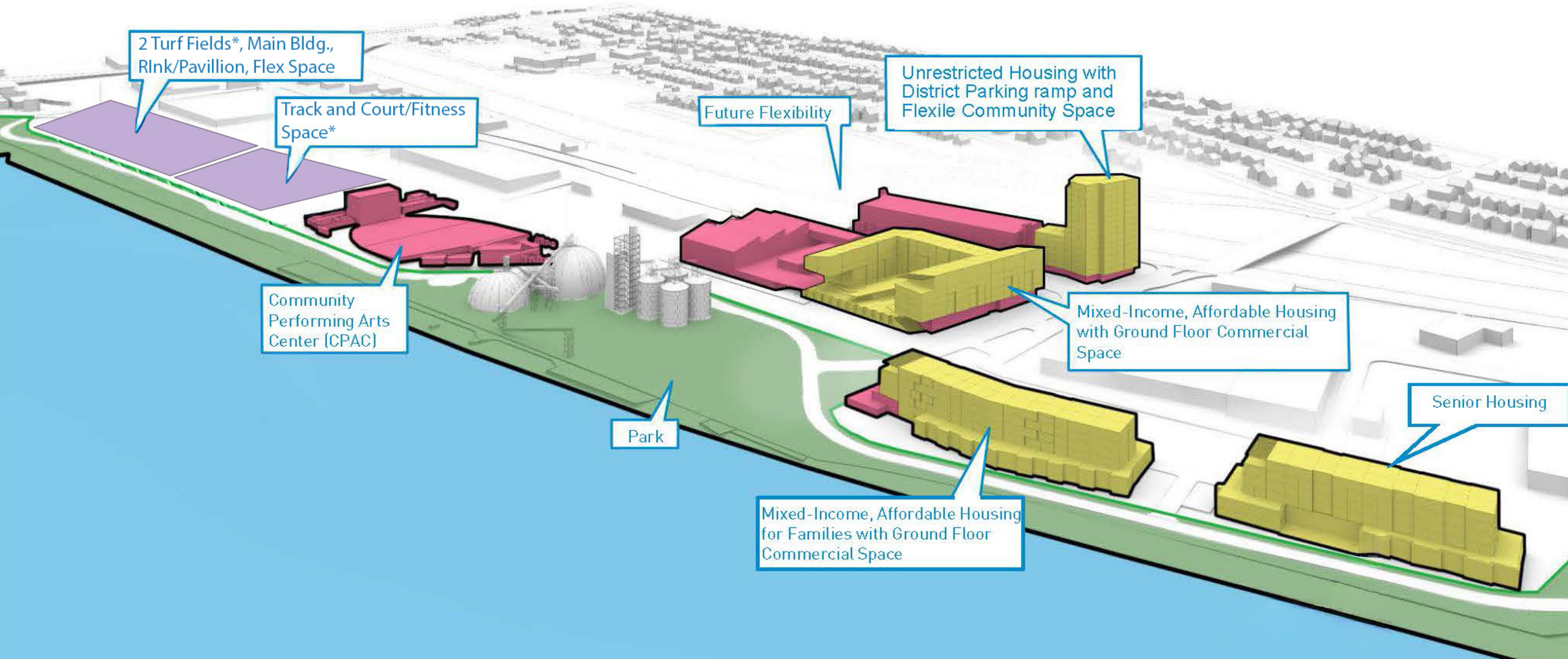
LOCATION: UPPER HARBOR - NORTH MINNEAPOLIS RECONNECTING COMMUNITY TO THE RIVER

The 50-acre Upper Harbor redevelopment is transforming a once-industrial riverfront into a place for health, culture, and connection. Once a source of sustenance for Dakota people—and later cut off by I-94 and decades of disinvestment—the site is now being reclaimed as a community-led campus for equity, healing, and opportunity in North Minneapolis.



PART OF A LARGER COMMUNITY VISION

The envisioned Homegrown Movement Campus will be a part of the city of Minneapolis's 50-acre Upper Harbor redevelopment, a coordinated plan that brings together housing, parks, cultural spaces, and community health along the Northside riverfront. Together, these investments restore access to the river, expand public amenities, and reconnect North Minneapolis to a revitalized and inclusive riverfront district.





THE STAGE IS SET

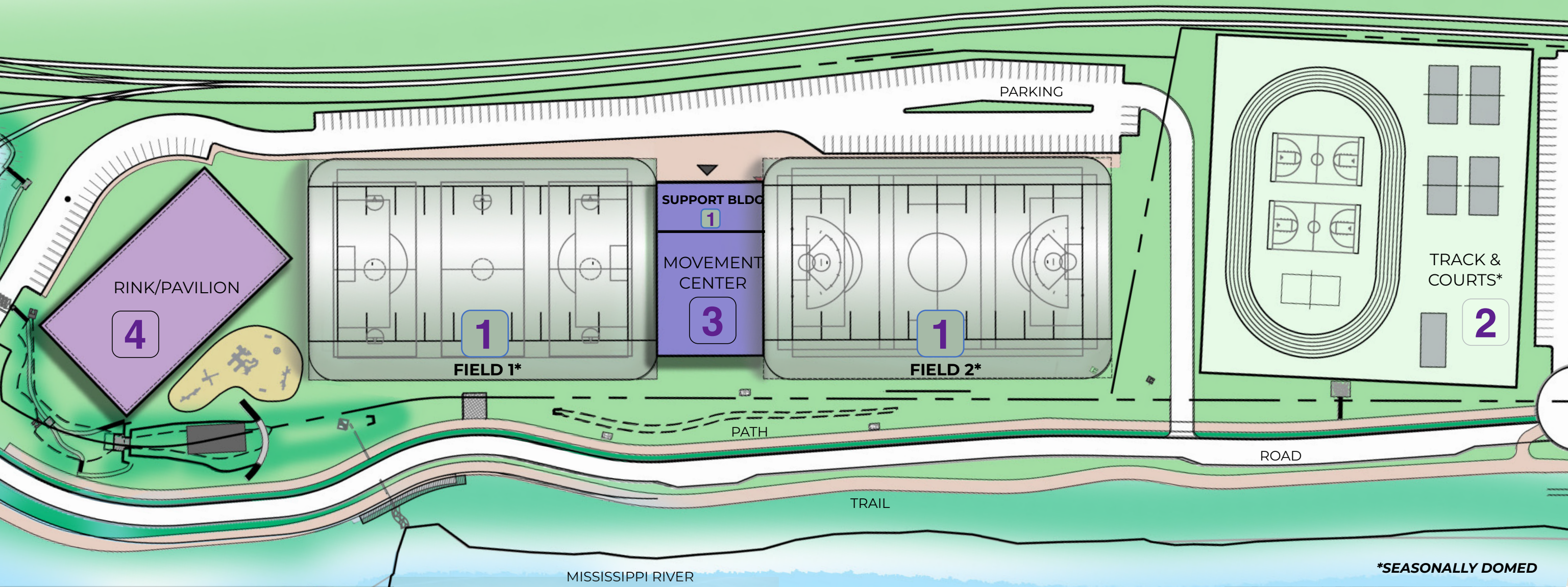
Restoration, Access & Infrastructure

The City of Minneapolis, the Minneapolis Park and Recreation Board, and the Mississippi Watershed Management Organization completed major upgrades, including new parkway and street reconstruction, underground utilities, and improved drainage and water quality to support future development.

Community Performing Arts Center

An 8,000-seat amphitheater by First Avenue Productions and the Minnesota Orchestra. Groundbreaking is planned for March 2026 with completion in May 2027. The venue will host more than 50 events each year, activating the riverfront and drawing visitors to Upper Harbor.





EACH PHASE STRENGTHENS THE NEXT

1

2 Full-Sized Turf Fields*

Build Estimate: \$13.5-18M
Open Goal: Jan 2027

2

Track Fieldhouse*

Build Estimate: \$10-14M
Open Goal: Jan 2028

3

Movement Center

Build Estimate: \$20-26.5M
Open Goal: Jan 2029

4

Rink/Pavilion

Build Estimate: \$14-21M
Open Goal: Sept 2029

WHY IT MATTERS

ACCESS

Most People. Fewest Spaces.

Minneapolis families/athletes often drive 30–60 minutes for facility access.. Many are shut out entirely.



EQUITY

Equal Potential. Unequal Access.

Roughly 50% of MN high school students participate in sports.

Participation drops to 8–17% for students with multiple marginalized identities.

Creating local facilities is essential to ensure every kid has a fair chance to play and belong.



OPPORTUNITY

Room to Grow = Power to Thrive.

Every \$1 invested in recreation infrastructure returns \$3–\$5 in public benefit.

The youth sports and wellness industries now exceed \$1.8 trillion nationally.

The campus will allow local programs to expand, creating lasting health and economic value.



Phase 1: Two Seasonally Domed Turf Fields

The high impact start to a sustainable riverfront health hub where movement fuels joy, connection, and purpose-driven jobs—365 days a year.



PHASE 1: IMPACT & FINANCIALS

COVERS GROUND. MAKES IT REAL. MOVES US FORWARD.

Activates over 50% of the Movement campus footprint. Serves 3,500 community members each week. Generates consistent revenue that fuels community programming. Creates a visible, impactful, tangible space that fulfills a real need.

165K

Square Feet

New indoor space doubles highly sought after winter field space in Minneapolis. *Pre-construction demand secured.

5K

Prime Activity Hours

Annual engagement through sport/movement, wellness programs, and community events + another 5K non-prime hours that can be utilized for school and community groups.

\$350k

Year 1 Net

A self-sustaining revenue engine that provides free space and high-quality programming. *Projections assume 90% prime occupancy. LOI's for 95% of prime hours will be secured before groundbreaking.

SOURCES

Public Support / Grants: \$17.9 M
Total: \$17.9M

USES

Site Work & Infrastructure: \$1.8 - 2.3M
Two Full-Size Turf Domes: \$7 - 8M
10 000 SF Support Building: \$2.3 - 2.7M
Design, Permits Contingency): \$1.4 - 1.8M
FF&E / Startup / Reserves: \$.8 - 1M
Total: \$16.3 - 17.9M

OWNERSHIP AND GOVERNANCE FRAMEWORK

Landowner:

City of Minneapolis

Provides long-term ground lease

Managing Partner:

Homegrown Movement 501(c)(3)

Oversees development operations, community relationships, and ensures social impact goals. Minority owner of physical assets,

Leadership:



Bruce Williams

**Executive Director:
Northside Homegrown
Movement Campus**

Lifelong Northsider,
Co-Founder Peace in
Practice (PIP), Coach &
Wellness Leader



Aron Lipkin

**Founder / President:
Homegrown Movement**

20+ years of non-
profit & SBYD
leadership



Corbyn Tao (Nisga'a)

**Executive Director:
Indigenous Lacrosse Alliance**

Indigenous Sport Advocate.
Professional & International
level coach / athlete

Organizations within Homegrown Movement



Peace in Practice (PIP)

Northside-based initiative
providing mindfulness and
wellness programming in
BIPOC spaces.



Homegrown Lacrosse

22 yrs serving 10k youth
annually throughout
Minnesota.



Indigenous Lacrosse Alliance (ILA)

Serving 15 Native Nations
regionally

INVEST IN THE MOVEMENT

SHARED VISION

Partnering to create year-round access to movement, health, and belonging on the Northside. Together, we build a community asset that lasts for generations.

PARTNERING PATHWAYS



TRANSFORMATIVE GIVING

Champion transformative, generational investments that open doors for youth, strengthen community, and redefine what access and opportunity look like for future generations.



JOIN OUR DEVELOPMENT COUNCIL

Help guide the next phase of planning, fundraising, and partnerships for the Homegrown Movement Campus.



STRATEGIC SPONSORSHIP

Align your brand or mission with programs that activate the domes and community hub year-round

NEXT STEPS

Let's align investment structure, timelines, and shared goals. We'll tailor a partnership path that fits your priorities.

**READY TO MOVE.
LET'S BUILD TOGETHER.**

CONTACT:

BRUCE@PEACEINPRACTICEMN.COM | 612.500.8955
ARON@HOMEGROWNLACROSSE.ORG | 612.237.9242