



# A LIVING MONUMENT TO BLACK EXCELLENCE

## OUR VISION

The ultimate goal of The Mixtape Strategy (TMS) is to create a thriving and culturally diverse community in North Minneapolis where businesses want to plant roots, artists feel inspired to create, and a kid from the neighborhood can holistically see what they would love and deserve to become.

## WHY CAMDENTOWN?

The Camdentown Development Project is aiming to take a historically underserved North Minneapolis neighborhood and turn it into a destination, without displacing the people who live there. They're the ones who make it dope. What if Prince had built Paisley Park in North Minneapolis? What if the neighborhood that raised him had been able to capitalize on the invaluable cultural resource it helped shape?



## THE PROJECT

**The Camdentown 44th Ave Corridor Project** is a strategic effort purposefully designed to serve as a blueprint for cultural preservation and community development. By fostering a Black-led business and arts district in Camdentown, we create a model of inclusive growth that challenges systemic barriers, redefines wealth-building, honors the cultural legacy of the Webber-Camden neighborhood, and makes Camdentown a living monument to Black excellence and a must-experience landmark in the Twin Cities and Minnesota at large.

The \$1,500,000 grant from the Legacy Fund will be used to create a dynamic cultural hub at a property located on 44th Avenue North in Minneapolis. This inclusive space will feature community gathering areas, collaborative office spaces and co-working nooks, and a unique alleyway constructed from historic "Minnesota River" cobblestones. Dubbed "Phase Three," this vibrant venue will serve as an ideal location for concerts, artist activations, and various community celebrations, all centered around culture and creativity. It will foster collaboration, spark innovation, and empower individuals and businesses to invest in themselves and the community, driving collective success and strengthening the cultural fabric of the area.



**OUR STORY**

The Mixtape Strategy (TMS) was designed by founder Houston White to accelerate the growth of wealth generation in the Webber-Camden Neighborhood and unlock the potential of talented entrepreneurs. TMS offers an alternative narrative for North Minneapolis by serving as a hub for community building, authentic self-expression, business growth, and inclusive celebration of Black culture, leading to increased retention of Black talent. We serve a racially diverse population where 41% of residents live near or below the federal poverty line. TMS uses community engagement, workforce development, homeownership for young professionals, collective storytelling and placemaking to build and retain Black wealth in North Minneapolis.

Our work centers on cultural placemaking—building on community strengths, existing investments, and examples of Black excellence. **The Camdentown 44th Ave Corridor Project** is a strategic real estate social investment focused on creating a thriving business district. TMS is cultivating a neighborhood that nurtures and scales entrepreneurs’ success, ensuring that those who achieve it stay, reinvest, and mentor the next generation. This includes not just businesses, but housing, outdoor spaces, and gathering spaces that are foundations for long-term prosperity.

**OUR LEGACY**



**THE NEIGHBORHOOD OF THE FUTURE**

A neighborhood without gatekeepers, a thriving community where the streets are paced with authenticity, respect, and love for one another.



**BLACK-OWNED SMALL BUSINESS CAPITAL**

Restaurants born of the community and recognized widely for their soulful flare. Music venues for artists Prince would be proud to know came after him in his city. Spontaneous block parties and neighborhood barbecues.



**THE FUTURE BLACK HEROES**

They aren’t politicians, athletes, or musicians, or other varieties of celebrity. The future Black heroes are entrepreneurs - people who see what needs to be created around them and act. Rooted in aspiration and abundance instead of negativity and scarcity.



**CAMDENTOWN**

A cultural monument & vibrant community corridor that is an inclusive celebration of Black culture, human excellence, and the power of community at its best.