

NEON

Northside Economic
Opportunity Network

ANNUAL REPORT

2023

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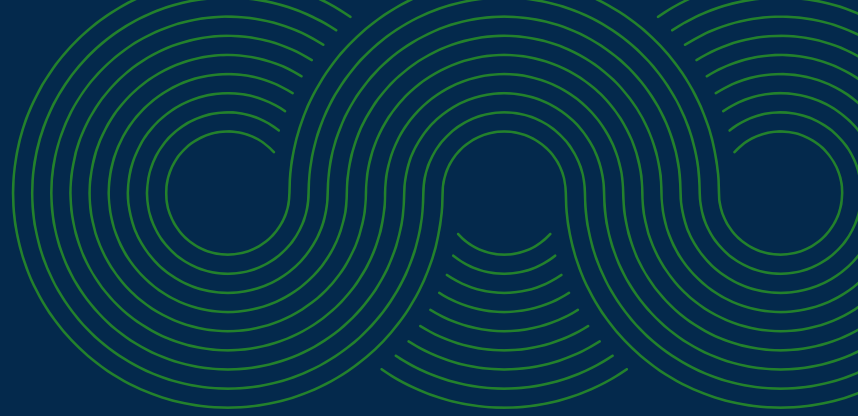


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PRESIDENT’S MESSAGE



Dear Friends and Supporters,

For NEON, 2023 was a Year Like No Other. In 2023, NEON provided individual business development and technical assistance services to 1,427 individuals – an all-time high. The goal was 1300. Staff provided 6,157 hrs. of technical assistance vs. a goal of 5060 hrs. From this critical work with small and medium sized business entrepreneurs, 217 jobs were created vs. a goal of 120; 381 jobs were retained vs. a goal of 360; and 229 new businesses were started vs. a goal of 120. We surpassed our budgeted goals in every category. In 2023, significant progress was made on our ambitious 22,000-square-foot commercial kitchen project. Architectural plans were completed, reflecting community input, and many of the required city, county, and government approvals were obtained. The heavy lift of securing the \$20 million needed to build the project kicked into high gear, and we achieved nearly 85% of our goal, raising close to \$15 million in 2023 alone. We're scheduled to break ground on our new commercial kitchen facility in the fall of 2024. Stay tuned. Big things are coming soon.

NEON’s staff, clients, and supporters demonstrated exceptional commitment throughout the year. We presented at the Capitol, appeared at City Hall, and attended community meetings large and small to share our story and build impactful partnerships. We hosted exceptional events such as our Community Conversations, which bring the community together to discuss entrepreneurship, small business development, and wealth-building opportunities for people of color. The networking that takes place at these events is invaluable. We celebrated the accomplishments and achievements of our clients, our team, and the community. We also sponsored and participated in many other community events to acknowledge and support the great work of others. Thank you for helping make 2023 a Year Like No Other. We couldn't have done it without your support.

Warren McLean
President
NEON (Northside Economic Opportunity Network)

MISSION, VISION, VALUES



Our vision:

NEON's vision is to transform North Minneapolis and the surrounding area into a prosperous, visible, sustainable, and highly-diverse multi-cultural community of entrepreneurs.

Our mission:

NEON's mission is to build wealth for low-to-moderate income entrepreneurs in North Minneapolis and surrounding communities.

Our values:

- The best customer service in the world.
- The relentless pursuit of excellence.
- Respect for the individual.



A Year Like No Other

Driving Change, Inspiring Hope.



NEON's Impact:



1,427

Businesses
Served



6,157

Technical
Assistance Hours
Provided



229

Businesses
Started

In 2023 NEON: and its clients made headlines every month in 2023, showcasing our impact and success.

From local spotlights to national coverage, our consistent presence in the news highlights the power of community-driven innovation and collaboration.



BIPOC Clients



African
American
Clients

NEON's Commitment

NEON remains steadfast in its commitment to North Minneapolis, championing the immense untapped potential within the community. By fostering opportunities and driving innovation, we empower individuals and businesses to thrive, transforming dreams into realities and fueling lasting impact.

Catalyzing Change



\$1.3 million provided in grants and loans.

This funding fuels innovation, creates jobs, and strengthens the foundation for long-term success in our communities.



217 jobs created.

These jobs not only strengthen families but also contribute to the growth and resilience of our communities, fostering a brighter future.



381 jobs retained.

Job retention is key to sustaining long-term economic health and providing individuals with opportunities to build successful, fulfilling careers.

COLLECTIVE KITCHENS



Transformative Investment



21 Million

Project Cost



24,000

Square Footage



\$28.1

ROI Per Every Dollar Invested

Collective Kitchens:

A state-of-the-art commercial kitchen offering food entrepreneurs flexibility to create, prepare, store, and sell their products.

It supports beginners and established brands, fostering growth and innovation in the food industry.



261

Construction jobs created



280

Food Entrepreneurs Served Annually



265

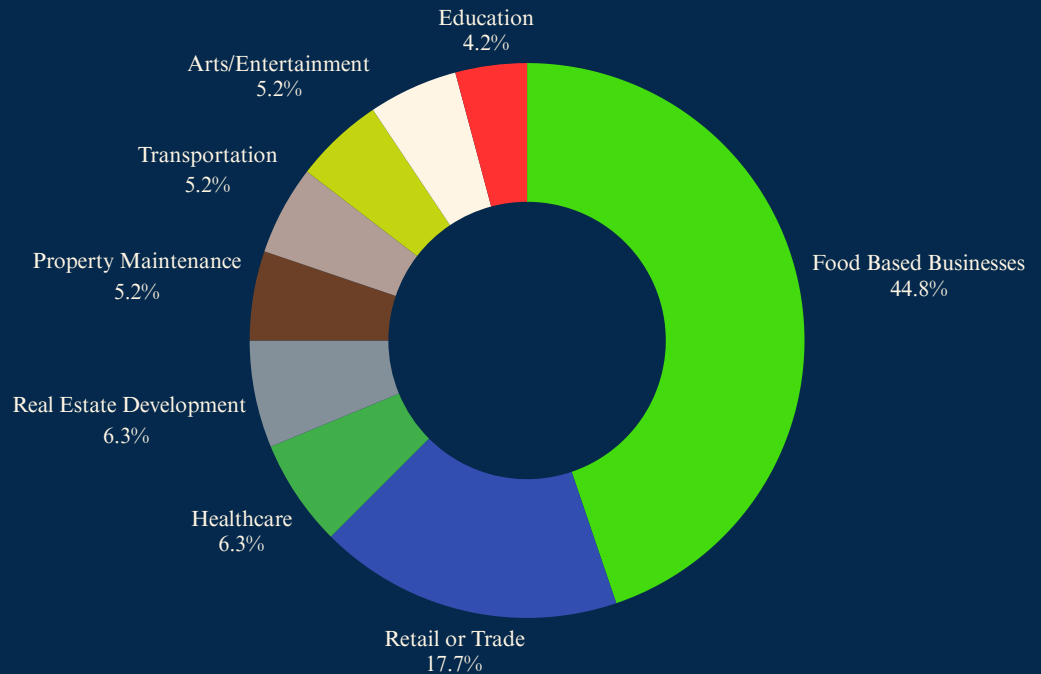
Full-Time Jobs Created

FINANCIAL STATEMENT

December 31, 2023 and 2022

	<u>2023</u>	<u>2022</u>
<u>ASSETS</u>		
CURRENT ASSETS		
Cash and cash equivalents	\$ 1,911,795	\$ 4,614,767
Investments	3,618,177	-
Current portion of grants receivable	374,398	1,141,586
Prepaid expenses	14,234	8,893
Current portion of loans receivable	734,890	620,586
TOTAL CURRENT ASSETS	<u>6,653,494</u>	<u>6,385,832</u>
PROPERTY AND EQUIPMENT, NET	<u>1,755,267</u>	<u>1,013,270</u>
OTHER ASSETS		
Restricted cash - loan funds	726,686	954,573
Cash restricted for building project	8,295,605	1,039,623
Grants receivable, net of current portion	1,117,713	-
Long term portion of loans receivable, less allowance, net of current portion	127,428	299,698
Other assets	2,267	10,978
TOTAL OTHER ASSETS	<u>10,269,699</u>	<u>2,304,872</u>
TOTAL ASSETS	<u>\$ 18,678,460</u>	<u>\$ 9,703,974</u>
<u>LIABILITIES</u>		
CURRENT LIABILITIES		
Current portion of long-term debt	\$ 23,135	\$ 95,005
Accounts payable	206,337	42,325
Accrued expenses	102,182	78,119
Refundable advances	1,019,441	1,000,000
Other current liabilities	9,558	16,703
TOTAL CURRENT LIABILITIES	<u>1,360,653</u>	<u>1,232,152</u>
LONG-TERM LIABILITIES		
Long-term debt, net of current portion	2,276,327	2,551,925
Other long-term liabilities	-	2,267
TOTAL LONG TERM LIABILITIES	<u>2,276,327</u>	<u>2,554,192</u>
TOTAL LIABILITIES	<u>3,636,980</u>	<u>3,786,344</u>
<u>NET ASSETS</u>		
NET ASSETS		
Without donor restrictions	4,223,084	3,591,150
With donor restrictions	10,818,396	2,326,480
TOTAL NET ASSETS	<u>15,041,480</u>	<u>5,917,630</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 18,678,460</u>	<u>\$ 9,703,974</u>

MARKET INFLUENCE



NEON's footprint spans a diverse range of industries, from food service and retail to healthcare, the arts, and beyond. Every day brings new opportunities to explore industries as unique as our clients themselves, and it's been our privilege to help entrepreneurs master both their crafts and the business skills that drive sustainable success.

From skilled makers to emerging leaders in tech, each NEON client brings a passion and curiosity that drives us to expand into new territory. Together, we're building knowledge, fueling dreams, and growing our community, one thriving business at a time. We couldn't do it without you!

MEET A NEON CLIENT

FLORENCE KARP

FLO-K FOODS



Florence Karp, founder and CEO, is a first-generation immigrant and lifelong entrepreneur.

Florence has always dreamed of turning her passion for cooking traditional African foods into a thriving business—a dream that began while cooking with her mother in their Buka in Nigeria. After immigrating to the United States in 1997, she was inspired to share a taste of Nigeria leading led to the creation of Afric Sauce, a flavorful product designed to make serving homemade meals convenient, time-saving, and easy.

Florence began working with NEON in 2015 and through product and strategy development, coaching and Florence's relentless drive, Afric Sauce has grown from its humble beginnings in a home kitchen to significantly expanding her product's footprint in many grocery stores and specialty food markets across the Twin Cities.

MEET A NEON CLIENT

ANISSA KEYES POWELL

ARUBAH EMOTIONAL HEALTH



Anissa Keyes, President and Founder of Arubah Emotional Health Services, is a licensed Marriage and Family Therapist and Yoga instructor. She started Arubah to address the complex emotional and mental needs of individuals in this community. Arubah, which in Hebrew means the “restoration back to sound health,” has been making mental health services accessible to all since 2012.

Anissa originally came to NEON to seek assistance in finding a facility to start her healing center. Her business provides support to over 860 individuals and families a year and they continue to be driven by their vision to make mental health services, and other nontraditional forms of therapy, accessible to everyone. This fall, Arubah Emotional Health Services will be celebrating its 12th Anniversary.

MEET A NEON CLIENT

KALI TERRY

LIFE JUICES



Kali Terry is the owner of Life Juices. Life Juices is a local plant-based juice business looking to reshape our ideas around nutrition and the use of fruits/veggies as a tool for health, wealth, and social change. Kali first came to NEON in 2018 with his vision of creating an organic/raw juice company. He had the recipes and the vision but little else.

With business planning support, cohort training opportunities and grant assistance from NEON, he was able to put his dream into motion. NEON even set him up in a borrowed food truck and a lent him a juicer to help test his products in real marketplace settings. Over time Kali was able to grow into owning his own food truck, and in 2023, he was able to purchase his own commercial building. In July of 2024 he celebrated the grand opening of his new Life Juices location on Lexington Ave in St. Paul.

TEAM NEON

Phillip Conley Jr.

Director of Marketing & Communications

Larry Posey

Loan Officer

Ann Fix

Vice President of Business Development

Tina Thomas

Office Manager and NEON Spaces

Felipe Galvan

Senior Business Advisor

Patrick Wilson

Director of Development

Aminah Harut

Executive Assistant

Joshua Watson

Business Advisor

Warren McLean

President

MayPa Yang

Senior Business Advisor

Robbin McLaurin

Business Development Coordinator

Stephen Obayuwana

Senior Vice President & Chief Operating Officer

NEON BOARD

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*VP - Community Impact Manager
Bremer Bank*

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*Director of Multicultural Merchandise &
Enterprise Segmentation, Target Corporation*

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*Energy and Real Estate Attorney
Fredrikson & Byron, P.A.*

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*Assurance Senior Manager
EY (Ernst and Young CPA firm)*

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*President
Northside Economic Opportunity Network*

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*Chief Financial Officer, UnitedHealthcare
Community & State, UnitedHealth Group*

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CEO, Wolf Pack Promotionals

Spencer Cronin
*Regional Manager,
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Beth Dumke,
*Vice President,
Head of Transformation Change
US Bank*

Gloria Freeman
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Olu's Home, Inc.*

Russell Knighton
*Principal Owner,
Russell Enterprises*

Margaret Murphy
*(Retired) Specialty Lending Chief Credit
Officer, Old National Bank*

Ting Ting Ni
*Finance Manager, Structural Heart
Operations
Abbott Laboratories*

Shannon Olson
Founder, Indee

Debra Spears
*Chief Operating Officer,
Ascension Catholic Academy*

Teto Wilson
*Founder
Wilson's Image Holding LLC*

THANK YOU TO OUR DONORS

\$1M and Above

- Bush Foundation
- Cargill Foundation
- Congresswoman Omar's Office
- McKnight Foundation
- The State of Minnesota
- The W.E.M. Foundation

\$500,000 - \$999,999

- Greater Twin Cities United Way Rebuild for the Future Fund
- Northwest Area Foundation
- Pohlاد Family Foundation
- U.S. Bank Foundation
- Wells Fargo

\$250,000 - \$499,999

- Bush Foundation
- General Mills
- Greater Twin Cities United Way
- Hennepin County
- Jay & Rose Phillips Family Foundation of Minnesota
- Julie & Doug Baker, Jr., Foundation
- Key Investment
- Minnesota Department of Employment and Economic Development (DEED)
- Otto Bremer Trust
- Pohlاد Family Foundation
- United Healthcare
- WEM Foundation
- Wellington Management

THANK YOU TO OUR DONORS

\$100,000 - \$249,000

- CDFI Fund
- JP Morgan Chase
- Principal Foundation
- Target Foundation
- The Minneapolis Foundation

\$50,000 - \$99,999

- Carlson Family Foundation
- Hennepin County
- Huntington Bank Foundation
- Minneapolis Foundation
- Mortenson Family Foundation
- Northside Funders Group
- Thrivent Foundation
- US Bank Foundation

\$49,999 and Below

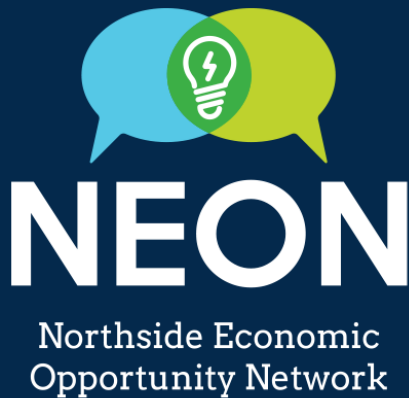
- African American Leadership Forum
- Alliance for Metropolitan Stability
Ameriprise Financial
- Appetite For Change
- Associated Bank
- Bremer Bank
- Bush Foundation
- Charities Aid Foundation of America
- CDFI Fund
- City of Minneapolis
- CLA Foundation
- Community Development Financial
Institutions Fund
- The Blackbaud Giving Fund c/o Prime
Therapeutics
- Eaton Corporation
- Elizabeth A. and Benjamin R. Smith Fund
- Fourth Generation
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Train Worldwide, Inc.
- Greater Twin Cities United Way
- H.B. Fuller Company Foundation
- Heart of the Customer, LLC.
- Hennepin County
- JPMorgan Chase Bank, N.A

THANK YOU TO OUR DONORS

\$49,999 and Below

- Key Investment, Inc.
- Land O'Lakes, Inc.
- LISC Twin Cities
- The McKnight Foundation
- Medtronic Foundation Volunteer Grant Program
- Metropolitan Alliance of Connected Communities (MACC)
- Metropolitan Economic Development Association
- Michael & Catherine Spengler Charitable Fund
- Mike & Linda Fiterman Family Foundation
- The Minneapolis Foundation
- Minnesota Department of Employment and Economic Development
- Mortenson
- Mortenson Family Foundation
- Neighborhood Development Center, Inc.
- Network for Good
- Nilan Johnson Lewis, PA
- Northeast Bank
- Northside Funder's Group
- Northwest Area Foundation
- Old National Bank Foundation
- Otto Bremer Trust
- Patrick and Aimee Bulter Family Foundation
- Pohlad Family Foundation
- SPEDCO Economic Development Foundation
- The Stable
- State of Minnesota
- Sunrise Banks
- The Target Foundation
- Thomas and Kristina Hauschild Fund c/o Saint Paul & Minnesota Foundation
- Thrivent
- Twin Cities R!se
- United Healthcare Services, Inc.
- UnitedHealth Group
- U.S. Bank Foundation and Corporate Giving
- Visitation Monastery of Minneapolis
- Wellington Management
- Wells Fargo
- Women's Foundation of Minnesota
- Xcel Energy

CONTACT US



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start, grow + thrive

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