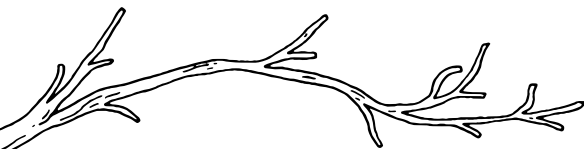


# Project Report



**Prepared For :**

DMC | Mainstreet Grant  
codesign process

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Destination Medical Center (DMC) received a 3 million dollar grant from Minnesota Department of Employment and Economic Development (DEED) to invest in the DMC boundary area, which includes the downtown area. As the grant requires an emphasis on diverse-owned business owners, DMC wanted to co-design an application process that both encourages and supports diverse-owned businesses to a successful submission.

With the support of DMC staff, JBC facilitated a co-design experience that included three design studios in which co-designers brought input from their communities to contribute to creating an inclusive application process. All notes and iterations can be found on [the Miro Board](#). What follows is the process that was outlined by co-designers, shared with their communities. The process was well received and there was some key areas community indicated as important and those are listed below in the key findings.

Co-designers did note that the process of doing co-design brought hope and excitement to their communities. The service provided to interested grantees will be key to relationship building with diverse-owned business and DMC.

#### Key Findings:

- Diverse-owned businesses want help securing the 70%
- Outreach and Marketing must be personalized and warm
  - People need to see themselves as the targeted audience
- There is hesitation that the process will not end successfully
  - Important to ensure communications are clear about multiple submissions
- Connection is key



Your network is  
your net worth.  
-Porter Gale

## Major Themes

**Access/Knowledge:** Strategic outreach

**Finances:** Make connections to helpful resources

**Trust:** Be transparent

**Support/Connections:** Work with applicants to get to success

## Contributing Designers

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Thank  
You

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