



Midway Investment Cooperative

OWN YOUR NEIGHBORHOOD

www.midwayinvestmentcoop.org

Media Kit



Overview

ABOUT MIC

The Midway Investment Cooperative is a real estate investment cooperative based in the Hamline-Midway neighborhood in St. Paul, MN. Our vision is to make long-term, stabilizing, and transformative investments for the mutual benefit of our member-owners and our community.

OUR TARGET AUDIENCE

Our target audience are neighbors in the Hamline Midway neighborhood. They are of any race and gender, and may be predominately working or middle class. They spend their time in the community, whether visiting different restaurants or coffee shops, spending time outdoors or at parks, or visiting locally owned businesses.

PUBLIC RELATIONS INFO

[Click here to be taken to the list of media contacts \(under PR/Media List tab\).](#)

POSTING FREQUENCY



4+

times per week



4+

times per week



1

times per month

OUR HISTORY

Since 2020, community members have been working to build the infrastructure of the cooperative. This includes:

- Creating our founding board in 2021
- Creating our Articles of Incorporation and by-laws to guide the organization and align with our values
- Developing our communication and outreach strategy, from developing our website to launching our social media platforms

OUR COMMUNICATION CHANNELS



MidwayInvestmentCooperative



MidwayInvestmentCooperative



info@midwayinvestmentcoop.org



www.midwayinvestmentcoop.org



Organizational narrative

OUR 'WHY'

Consistent with the principles and spirit of the cooperative movement, the Midway Investment Cooperative makes long-term, stabilizing, and transformative investments for the mutual benefit of our member-owners and our community.

We view our investments as a hedge against real estate market forces that introduce gentrification, and ultimately displacement of small businesses.

We prioritize investments that drive greater racial and social equity through a mechanism that allows for all residents to participate in our community's economy at a financial level they can afford.

OUR INTENDED IMPACT

Working together, cooperative members can:

- Transform vacant buildings into vibrant commercial properties
- Reduce the kind of extraction that occurs when local businesses have to pay rent to landlords wholly disconnected from the community
- Give the neighborhood greater power and influence over its own future
- Support a more inclusive economic justice culture
- Value the market contributions of people from more income levels

OUR VISION

Our vision is to make long-term, stabilizing, and transformative investments for the mutual benefit of our member-owners and our community.

OUR VALUES

The cooperative principles are guidelines by which cooperatives put their values into practice.

- Voluntary and open membership
- Democratic member control
- Member economic participation
- Autonomy and independence
- Education, training, and information
- Cooperation among cooperatives
- Concern for community

We are also guided by community wealth building values:

- Racial equity
- Anti-displacement
- Stewardship of land and resources
- Local decision making



Frequently asked questions

WHAT IS A COOPERATIVE?

The cooperative model is an innovative vehicle for community investment with many advantages over traditional models. A cooperative operates democratically on a one-member, one-vote basis, so that all members have equal voting power.

WHAT IS A REAL ESTATE INVESTMENT COOPERATIVE?

A real estate investment cooperative (REIC) is a tool that allows residents to collectively buy, rehab, and manage commercial and residential properties. Think of it as an alternative investment option for neighbors who want to mobilize around local control.

WHAT IS COOPERATIVE MEMBERSHIP?

Members of the cooperative, which will make real estate investments in the community selected by members, have equal voting power and earn an equal return on their membership share based on the money earned by investments the cooperative decides to make.

WHAT DO I GAIN BY BECOMING A MEMBER?

Participating in an investment cooperative provides social benefits on both a personal and community level. We do not have to accept commercial corridor neglect. Instead, collective influence and investment can make our community more beautiful and walkable, by providing space for new businesses that emerge out of the community to thrive. And this can potentially be done while also providing a return on the money that neighbors invest in their membership shares and additional contributions. We can also work collectively to counter market impacts that lead to displacement of businesses and entities we value.

HOW IS RACIAL EQUITY BEING CENTERED?

This project aspires to build wealth and community in Hamline Midway. To truly achieve this goal the cooperative wants to ensure that those who have been systematically excluded from wealth building activities and underserved by the economic system will be centered in this initiative. This means that in recruiting an implementation committee, BIPOC leadership will be prioritized and engagement efforts will have specific focus on promoting membership for BIPOC individuals as well as overcoming language barriers where they exist in our community.



Frequently asked questions

CAN YOU TELL ME MORE ABOUT MEMBERSHIP?

Absolutely! Memberships last indefinitely and, with this one-time payment, you become a member for as long as you would like.

There are three types of shares:

- A shares are set at \$100. This share entitles the owner to exercise one vote on MIC matters that require a vote of shareholders. A shares may also receive a return on investment.
- B and C shares are set at \$300 and \$500. They receive a higher return on investment, and you can purchase multiple of these shares.

WHAT KINDS OF RETURNS CAN I EXPECT?

The investment cooperative model is focused on long-term investment, so quick profits should not be expected through this project. The share price and expected returns would depend on how the specific real estate development project we invest in is structured.

WHO IS ABLE TO BE A MEMBER?

Specific limits on have not been set, although in many cases investment/membership would be open to any Minnesota resident. However, it is important that the cooperative remains controlled by the community to achieve its goals, therefore the implementation committee will explore structures that prioritizes the local community.

HOW ARE DECISION MADE?

Once memberships are issued, the newly formed group of members will elect a Board of Directors for the cooperative going forward. The Board will work to make sure that the cooperative is on track with the project goals while the members ensure the board's actions remain consistent with the members' mission and values.

HOW ELSE CAN I GET INVOLVED?

We are so excited you are interested in other ways to get involved!

Make sure to sign up for our newsletter and following us on social media. We will be sharing updates and information about the cooperative. Occasionally, we will also reach out to recruit volunteers too!



Branding overview

MAIN LOGO



COLOURS



#343434



#D9CCC4



#F13223



#00000



#FFFFFF

FONTS

Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

Oswald Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

MOOD BOARD

Community -Generational Wealth -Neighborhood -Ecosystem -Ownership -Small Businesses

