



Hopeful workers gathered in the old Metrodome to advocate for exceeding the project's diversity goals.

» Moving Minnesota from Worst to First in Employing People of Color

HIRE Minnesota is a campaign to end racial employment disparities in Minnesota. Minnesota has some of the worst employment disparities in the country. HIRE Minnesota's goal is to bring our state from worst to first. We believe Minnesota can lead the nation in closing the racial employment gap.

The Vikings stadium, and other publicly funded construction projects like it, can create a large number of well paying and accessible jobs for people of color. HIRE Minnesota offered tools, innovative ideas and oversight that helped stadium contractors exceed the **32 percent** hiring goal for people of color on stadium construction. People of color worked more than **1.3 million hours** totaling **36 percent** of the construction workforce.





Investing in our workforce

With people of color making up a higher percentage of our workforce every year, it is critical that we invest in training and hiring people of color for these important jobs.

1.3 million hours
worked translates to



\$39 million
in estimated wages
for people of color



\$4,300

Average annual income
of students entering
construction training

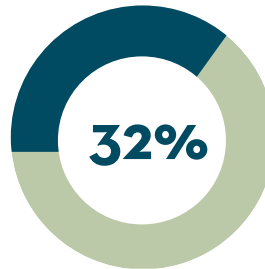
\$30,000

Average annual income of entry level construction
workers after **20 weeks of training**

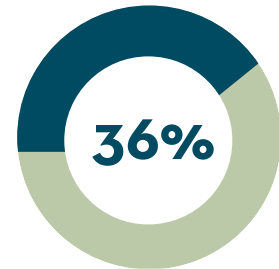
67,000 hours
worked by people of color
on publicly funded development
near the stadium translates to



**\$2 million in additional
estimated wages for
people of color**



Hiring goal for people
of color to construct
the Vikings stadium



Actual number of
hours completed by
people of color



837

potential **workers of
color** were recruited
by community partners



256

people of color
received construction training

How did we do it?



- Increased transparency and accountability through regular public meetings
- Provided uniform workforce reporting tools on workers by trade, race/ethnicity, gender and zip code
- Created innovative, community-led Employment Assistance Firm
- Worked with contractors to predict future employment needs
- Worked with nonprofit programs to train workers for predicted skill needs
- Advocated for strong workforce oversight of nearby subsidized construction projects