



**Urban Land  
Institute**  
Minnesota

WHAT CAN I DO?  
WHAT CAN WE DO TOGETHER?

## REDi Class of 2018 Graduates!

In June of 2018, ULI Minnesota wrapped up the second year of the REDi Program, a comprehensive, 15-session curriculum for women and professionals of color working in real estate industries aimed at advancing their careers. Thirty participants stepped into the role of a real estate developer, gaining direct experience working in teams to produce a development plan, pro-forma, and marketing plan for a real project. They were led by a faculty (80 total volunteers!) of experienced, multi-disciplinary, top-tier, practicing real estate professionals who served as panelists, mentors and facilitators while imparting market-based knowledge and the wisdom of their experience.



This year, participant groups presented three very innovative and diverse projects ranging from a condo development with apartments above to a 34,000sqft food hall. The room was packed full of REDi program supporters and past speakers and panelists eager to hear from each group. Lynn Camp from United Properties (a 2018 REDi Program sponsor) remarked that “the presentations demonstrated the complexity involved in a development project and the thoughtfulness of each group as they considered the possibilities.”

This program would not be possible without the generous support from our sponsors. The 2018 REDi sponsors are listed below. *“We are grateful for the new friendships and expanded network created in the local real estate community via this program”* – Eva Stevens, President and Chief Operating Officer, United Properties.

[Learn More About REDi](#)

# WHY I ULI

Our work is made possible by our member-volunteers who generously contribute their time and talent to create impact.

*Why I ULI* shares your stories of member leadership.

## AARICA COLEMAN

Participant, 2018 ULI MN Real Estate Diversity Initiative (REDi) Program  
Senior Project Coordinator - Residential & Real Estate Development,  
Community Planning and Economic Development Department of the City of  
Minneapolis

### **Tell us about yourself**

I'm a mom to 2 boys, ages 16 and 5. I am a licensed real estate broker and have worked in many facets of the real estate industry for 20 years. Currently, I work for city of Minneapolis in community building and economic development. I am a native of Minnesota, born in St. Paul and raised around the Twin Cities.

### **What do you enjoy doing in your free time?**

I spend time with my children, attending lots of sporting events. My older son plays football basketball and track. I like to do stuff in the community around real estate education.



### **Tell me about your work with the City of Minneapolis**

I work with development projects as well as home buyer programs, tax forfeited land, and the Northside Home Fund - a collaborative group I help coordinate. Whether we own it or we have funding in it, I am working with developers from start to finish to bring deals forward.

### **What are your personal, professional goals?**

My personal goal is to see those that are like me, that have suffered inequities as I have, have access and opportunity. I want to use my professional and personal background, and bring all of that to my community, to North Minneapolis and parts of South Minneapolis, to help

people know how to navigate the real estate system and intersectionality in the market. I would love to see reparations around land and property, giving people tools to build well-funded homes or to start and sustain businesses.

**Tell me about your experience with REDi.**

At first I didn't know what to expect, but going through I thought it was absolutely amazing. I was able to meet so many people from different facets of real estate and development, and work on a real project. I wouldn't be able to get that experience anywhere else. I loved the hands-on concept of REDi – bringing professionals in, getting good feedback, seeing how all the pieces move together, working in a group. I think the best part was having a project that actually exists, that they actually want to do something with, and being able to see that from beginning to end. It comes back to the education piece: you don't know what you don't know, and REDi is filling a niche with that. I loved it.

## LIGHTNING ROUND QUESTIONS

**Make a recommendation.**

I recommend reading “The Color of Law” by Richard Rothstein.

**Give us one fact about yourself most people don't know.**

I'm a master barber.

**Finish this sentence however you like. "I wish I could..."**

Change the world.

[Follow Aarica on LinkedIn](#)

Application for the 2019 REDi program will be posted [here](#) this fall!



THANK YOU TO OUR 2018 REDi SPONSORS!



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