



Meet **Minneapolis**
City by Nature



Meet Minneapolis & Minneapolis Cultural Districts Tourism Overview

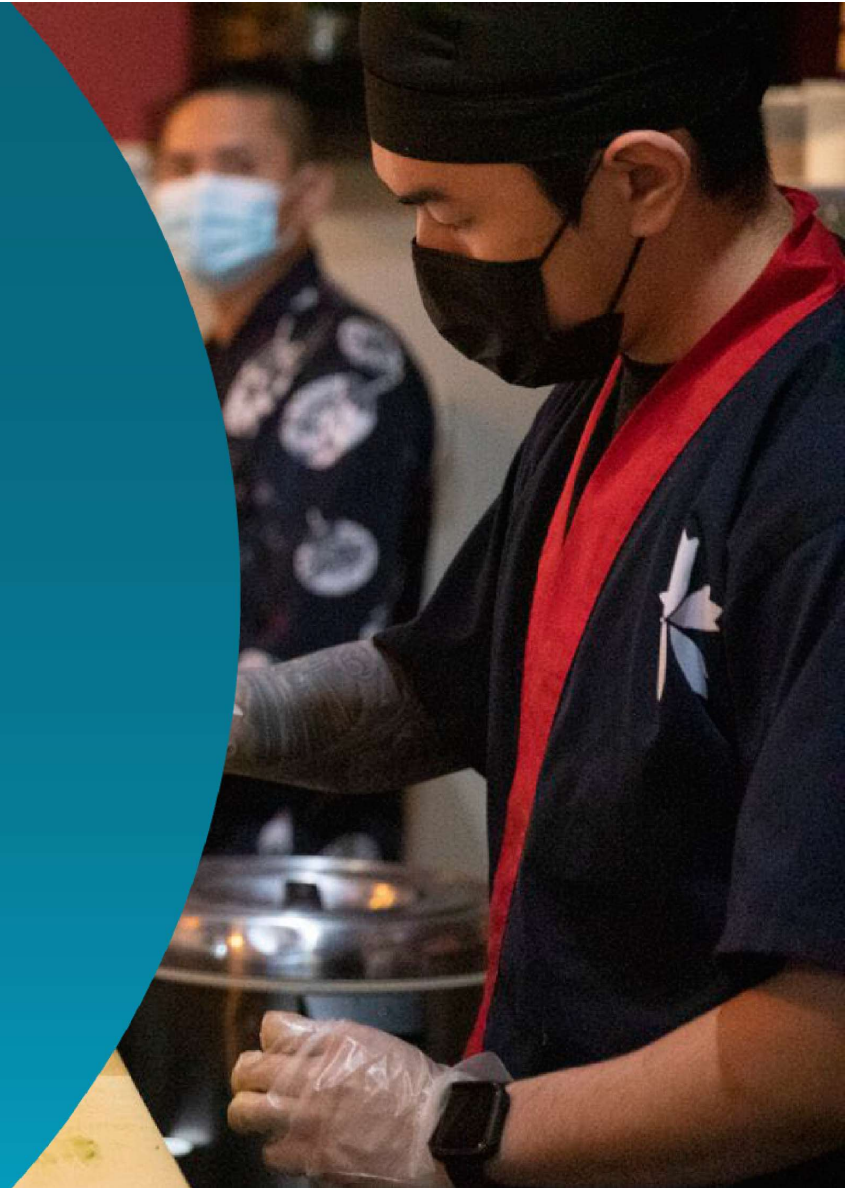


Jill Anderson
Sr Director, Marketing
Meet Minneapolis

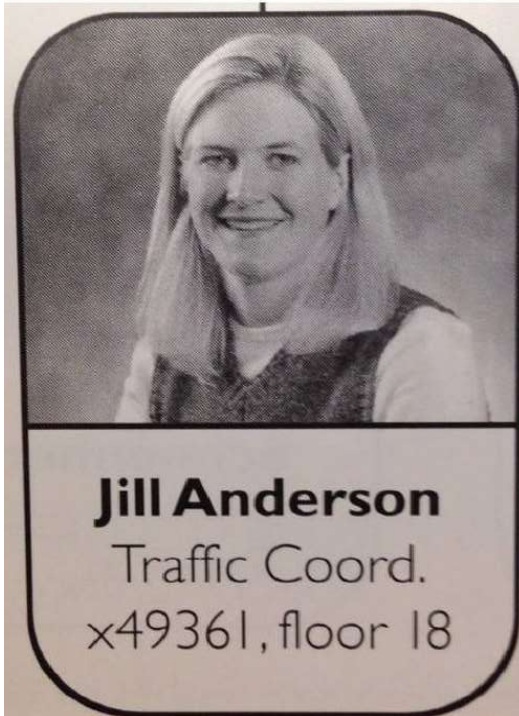


Agenda

- **Who is Meet Minneapolis?**
- **How do we promote Minneapolis?**
 - **Neighborhood Marketing**
- **Review Minneapolis Cultural Districts Tourism (MCDT) Development Background and Strategic Approach**
- **Questions**

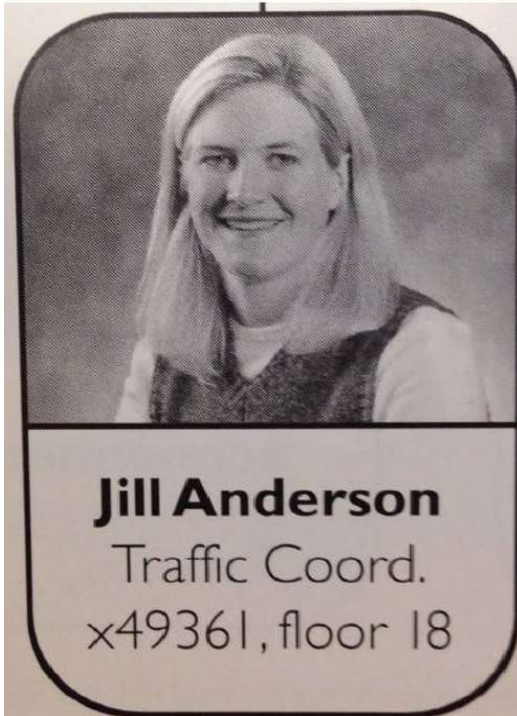


1998





1998



2017







Meet Minneapolis Overview

- **Founded in 1987**
- **501(c)6 Business Association**
- **70 staff members, 36-member board**
- **Funding**
 - **75% City of Minneapolis**
 - **25% Private Revenue (Partnerships & Sponsorships)**
- **Sales and Marketing Independent Contractor for the Minneapolis Convention Center (City of Minneapolis Owned Building)**





Meet Minneapolis Mission

To positively impact the economic and social prosperity of our Minneapolis community by attracting visitors, meetings and events which directly support jobs and local businesses and generate critical revenues.

Meet Minneapolis Values

Service

Collaboration

Inclusion

Passion

Integrity






Meet Minneapolis KPIs (Key Performance Indicators)



**Secure
Group & Event
Room Nights**



**Secure
MCC Revenue**



**Increase
Lodging Taxes**



**Retain
Partners**





CORE SERVICES ESSENTIAL FOR SUCCESS

**MARKETING,
PUBLIC RELATIONS
& PARTNERSHIP**

**GROUP SPORTS,
TOURISM &
MCC SALES**

**SERVICES &
MEET MINNEAPOLIS
VISITOR CENTER**

**PUBLIC AFFAIRS,
RESEARCH &
SISTER CITIES**

**HR, TECHNOLOGY
& FINANCIAL
MANAGEMENT**

**EQUITY, DIVERSITY,
INCLUSION &
ACCESSIBILITY**





How do we promote Minneapolis?

Marketing Primary Audiences



**Meeting Planners,
Sporting Event Planners**



Leisure Traveler

Google

What is there to do in Minneapolis?



To Be a Strong Conventions, Meetings & Events Destination ...



You Must Be a Strong Leisure Travel Destination ...





Farmers Markets



Guthrie Theater



Hell's Kitchen



Art-A-Whirl



Minneapolis.org
Minneapolis.org/cultural-district
Sportsminneapolis.org



Where to Find Traditional Somali Food in Minneapolis



The Juicy Lucy



Classes & Experiences



Central Marketing Tool

- Content created for all audiences and traveler segments
- BIG website!!! 800 - 1000 pages
- Inspire, inform, motivate
- Use Search to identify what content meeting planners and visitors want
- Curate and write with the **visitor perspective**: *What to see, Why see it, Where is it?*
- Work with local writers, photographers & videographers to tell the local story





Meet Minneapolis

October 14, 2022 · 🌐

Fall patios are heating UP 🍂🔥. Embrace the sweater weather and explore the coziest heated patios and fireplaces in Minneapolis. <https://bit.ly/3fowZuR> #fall #patios #minneapolis #fallseason #sweaterweather



MINNEAPOLIS.ORG

The Best Heated Patios & Fireplaces for a Chilly Minneapolis Day

Whether you're up for the full experience by embracing the chilly weather or just...



Meet Minneapolis

August 2, 2022 · 🌐

Our parks and urban spaces are for everyone - no matter how you get around. 😊
🌳👉 Explore the most accessible outdoor spots for a stroll or a roll around the city. <https://bit.ly/3zqL1WG> #ADA #trails #parks #minneapolis



MINNEAPOLIS.ORG

9 Wheelchair Accessible Trails in Minneapolis

Minneapolis's natural beauty and urban architecture are for everyone, no matter ...

HOME >> EVENTS >> HOLIDAYS >> DÍA DE LOS MUERTOS

Events Celebrating Día de los Muertos in Minneapolis

HOME >> THINGS TO DO >> ARTS & CULTURE >> THEATERS >> HENNEPIN THEATRE TRUST BROADWAY SEASON

2023-2024 Bank of America Broadway on Hennepin Season

Where to Find the Best Gluten-Free Versions of Your Favorite Foods

The Top Minneapolis Restaurants with Gluten-Free on the Menu.

MINNEAPOLIS.ORG

Check Out the Events Happening in Minneapolis to Celebrate Juneteenth

HOME >> THINGS TO DO >> PROFESSIONAL SPORTS >> MINNESOTA TWINS >> REASONS TO VISIT TARGET FIELD

9 Reasons to Come to Minneapolis for a Twins Game

Where to Find Traditional Somali Food in Minneapolis

SHARE



Minneapolis LGBTQ+ Community



Get to Know Minneapolis' Black Community



Enjoy a Car-Free Weekend in Minneapolis



14 Ways to Enjoy Our River & Lakes



Minneapolis Farmers Markets: What to Eat, Buy, and Do



Discover Your Inner Bookworm at These Local Minneapolis Bookstores

2023
Website
Traffic
3.2 Million
Visits

Increase of
14.32%
over 2022
Visits



**WAYS TO CELEBRATE BLACK
HISTORY MONTH IN
MINNEAPOLIS**

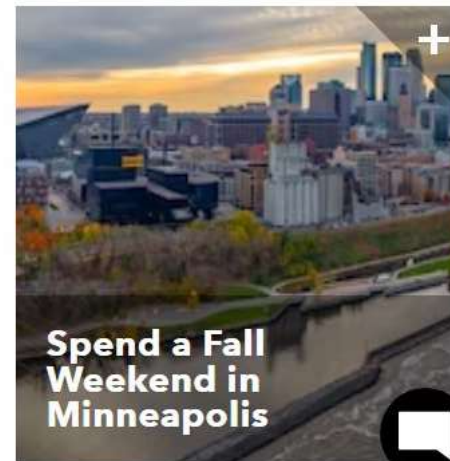
[LEARN MORE](#)

 STAY
UP TO
DATE



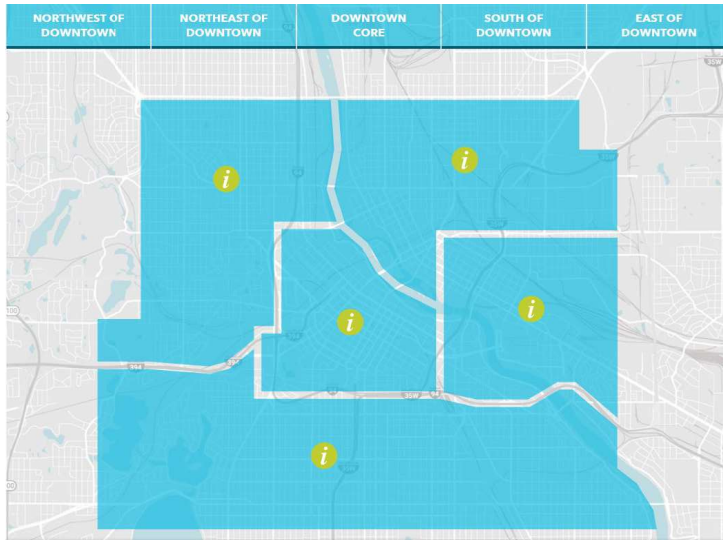
2023
Outbound
Clicks
Over 1
Million

Traffic to
hospitality
and tourism
businesses



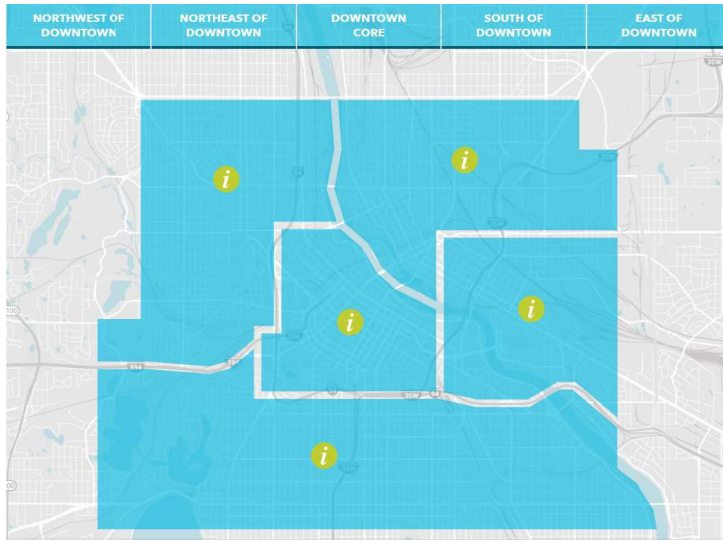
Neighborhood Marketing

(Revised/reimagined in 2024)



Neighborhood Marketing

(Revised/reimagined in 2024)



NE Minneapolis Neighborhood Marketing

HOME >> NEIGHBORHOODS >> NORTHEAST MINNEAPOLIS

Northeast Minneapolis

Where the Good Times Are

Nestled along the Mississippi River, Northeast Minneapolis extends far back into a thriving industrial oasis. The area is an embodiment of old meets new - perfectly combined into a melting pot of change and preservation where cobblestone streets meet newly paved roads. New businesses, often local, open their doors next to historic shops and businesses while residential neighborhoods continue to grow as a city-wide hot spot for calling home.

Wherever you go you will never be far from a restaurant, brewery and/or distillery. With a food and drink scene as innovative and diverse as the generations that live there, Northeast is prime for spending your free time in - morning, noon and night.

Discover the best of Northeast Minneapolis

Northeast's neighborhood can be divided into two main sections: the Arts district and the Riverfront district. Both bring a unique flavor to the area and make it one of Minneapolis' favorite neighborhoods to explore.

If you're looking for local art and locally made items then you'll need to make a stop in the Northeast Arts district. This is where hundreds of artists call home and where you can visit multiple open art studios and galleries. The area is filled with diverse businesses, including all along the popular Central Avenue, showcasing the best and most authentic international dishes and cuisines. You'll also find some of Minneapolis' must-try dining experiences like [Earl Giles](#), a plant-filled distillery and restaurant, as well as other hot spots like [Young Joni](#) and [Hai Hai](#).

The Riverfront district is your best bet for stunning views of the downtown skyline. You'll be lead into this part of town by the Hennepin Avenue Bridge where you'll also catch a glimpse of the memorable Grain Belt Beer sign. Since it sits right along the Mississippi, The Riverfront district is all about spending time outdoors. Boom Island Park is a beautiful place for hiking, biking and picnicking. And don't leave here without taking a stroll through Main Street – a charming walkable area filled with restaurants, outdoor patios and shops – or without taking a tour of this neighborhood's vast [public artworks](#).

See what more you'll find in these district, plus all the best food spots in our guides to Northeast Minneapolis.



Looking for more ways to explore Northeast Minneapolis?

Visit [Destination Northeast](#), [The Heart of Northeast](#), and the [Northeast Minneapolis Arts District](#) for more great information!

NE Arts District Focus Neighborhood Marketing

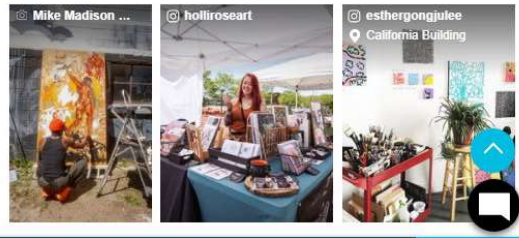


SHARE   

The Arts District of Northeast Minneapolis is a sought-after spot for activity and creative inspiration. Iconic restaurants, craft breweries, and trendy shops line the streets, and the area houses some of Minneapolis's most talented local artists and creatives, which can be seen through gallery showings, art demonstrations, and festivals.

- Things to Do
- Food & Drink
- Shopping
- Map

Things to Do



Windom Park Inclusion Examples Neighborhood Marketing



HOME >> THINGS TO DO >> SHOPPING >> MINNEAPOLIS SOUVENIR SHOPS

6 Local Shops to Discover the Best Minneapolis Souvenirs

3. I Like You

This is the place to go for an incredible selection of locally made delights. Described by fans as a real-life Etsy, this handmade haven has everything for kids (like a super cozy "Gray Duck" onesie), kitchen, and kitsch, plus a truly epic collection of greeting cards. Traveling? The store offers shipping options for everything they sell, so you won't need to buy an extra suitcase to tote home your treasures. [Online shopping](#) and curbside pickup are also available.

Gifts we recommend: Modern handmade jewelry from Minneapolis designer Larissa Loden and bars of Mill City Soap, handmade by three local siblings (Henry, Holiday and Josephine) making and selling soap to save money for college.

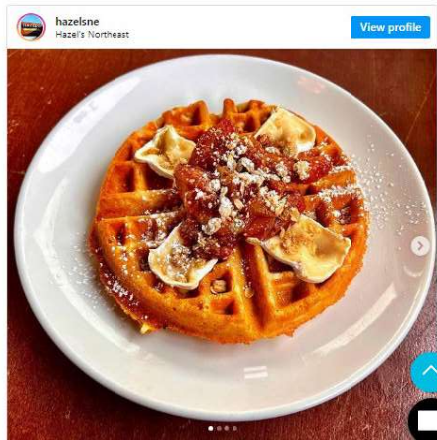


HOME >> NEIGHBORHOODS >> NORTHEAST MINNEAPOLIS >> RESTAURANTS IN NORTHEAST

Eat and Drink Your Way Through Minneapolis' Northeast Neighborhood

Hazel's Northeast

Looking for a good breakfast spot? Hazel's has a homey atmosphere and serves classic, American breakfast. Share one of their caramel pecan rolls, and don't skip out on their waffles or hash browns, which come served like cheesy potato pancakes. Hazel's is also open for lunch and dinner, and on Wednesdays, all kids eat 50% off.

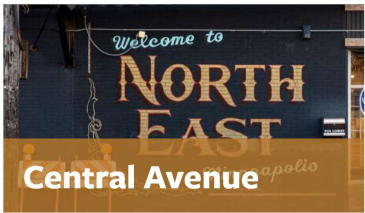


HOME >> EAT & DRINK >> INTERNATIONAL CUISINE >> SOUTHEAST ASIAN

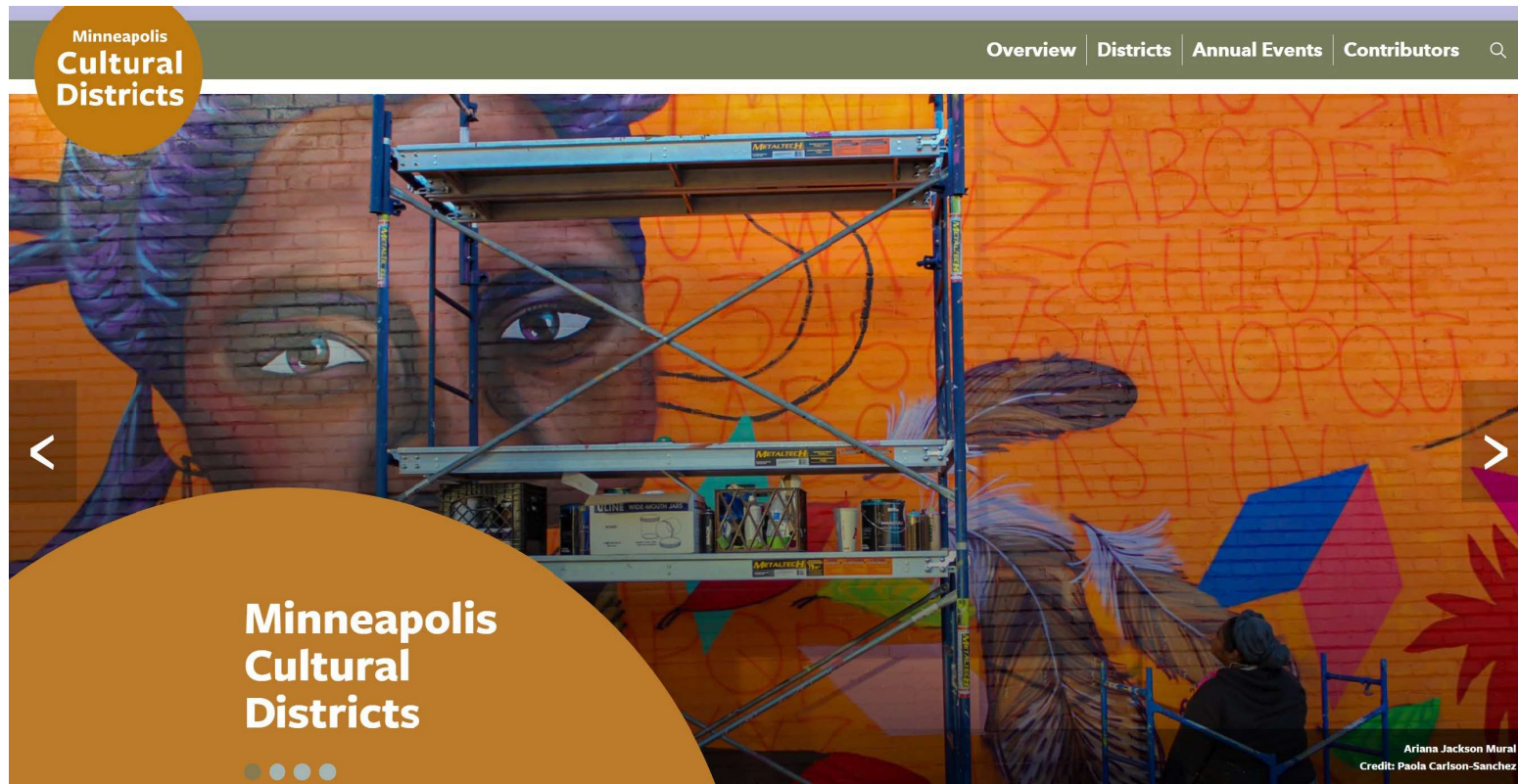
The Best Places to Experience Southeast Asian Cuisine in Minneapolis

Que Viet Village House

This family run restaurant was established in 1981 and is known for their egg rolls which have become a Minnesota State Fair must-have. The secret? They have used the same recipe for over 40 years, never skipping any steps. As the second Vietnamese restaurant to open in Minnesota, this spot's long running history has made it a staple of the neighborhood.



MINNEAPOLIS CULTURAL DISTRICTS TOURISM



Background & Program of Work Overview

MCDT Overview



- Review Minneapolis Cultural Districts Tourism (MCDT) Development Background and Strategic Approach
- Marketing & Promotion
- Central Ave Cultural District Content Overview
- Questions



MCDT
Background

Minneapolis
Cultural
Districts

Welcome

NORTH
EAST

Minneapolis

924 LOWRY

Two 2 A

SEND MONEY
WORLDWIDE

vigo
by Western
Union

OPEN

InterCambio

ENVÍOS DE
DINERO
CON EL MEJOR
TIPO DE CAMBIO

119-42

Minneapolis Cultural Districts Background

minneapolis

2040

[City of Minneapolis Cultural Website Info](#)

What is the “Minneapolis Cultural Districts”?

The cultural districts, part of the Minneapolis 2040 plan, designate specific neighborhoods where the City of Minneapolis **will focus on advancing racial equity, preventing displacement, preserving cultural identity, and fueling economic growth.**

These areas have a rich cultural and linguistic identity and are populated by people of color, Indigenous people, and immigrants. **City staff and policy leaders worked with 30 community leaders representing 20 organizations over the course of two years on the formation of the cultural districts ordinance.**

“This long-term effort to establish these districts are one step that the City of Minneapolis is taking to redress some of the harms that have been perpetrated against communities of color throughout Minneapolis’ history,” said Andrea Jenkins, Vice President of the City Council. “Today is beginning of what will hopefully lead to more equity, more investment in our marginalized communities.”

The ordinance **allows the city to prioritize the deployment of resources to equitably advance cultural and linguistic identity, commercial vitality, stable housing, and infrastructure within the districts.**

Minneapolis Cultural Districts Background

minneapolis

2040

[City of Minneapolis Cultural Website Info](#)

City Action Steps:

1. Partner with the Cultural District residents, cultural workers, artists, entrepreneurs, businesses, institutions, and other levels of government to develop multi-faceted strategies that elevate the district's cultural and linguistic identity.
2. Partner with POCII entrepreneurs and business owners to create new tools that help them retain and expand commercial activities.
3. Provide more flexible response to and support for efforts that help Cultural Districts thrive. This includes, but is not limited to, facilitating increased street activation by addressing regulatory barriers and amplifying the impact of Special Service
4. Districts and the City's Great Streets Program. Current City policies, resources, and departmental work will be prioritized to accelerate racially equitable outcomes in commercial vitality, stable housing, and infrastructure within the District area.
5. Help create and prioritize the implementation of cooperative-based economic and housing development strategies such as cooperatively-owned housing and commercial land trusts to secure long-term affordability and greater equitable outcomes for POCII.
6. **Promote Cultural Districts as prime areas for ethical tourism by aligning and leveraging funding and programs with key regional partners such as Meet Minneapolis and Greater MSP.**

Minneapolis Cultural Districts Background

minneapolis
2040



City of Minneapolis | Meet Minneapolis Initial 2020 - 2024 Contract

Meet Minneapolis' budget includes dedicated funding to "promote the City, its neighborhoods, and Cultural Districts as tourist destinations, including but not limited to:

1. Creating (a) marketing and public relations plan(s) highlighting non-downtown attractions and assets, including Cultural Districts;
2. Amplifying City Cultural District Events through established and growth platforms;
3. Expanding experiential tourism through programs that highlight assets like seasonal events, culturally specific opportunities, and award-winning restaurants and breweries;
4. Developing 2-3 neighborhood videos annually, prioritizing neighborhoods identified through Cultural Districts;
5. Obtaining limited paid media exposure of the created promotional assets."

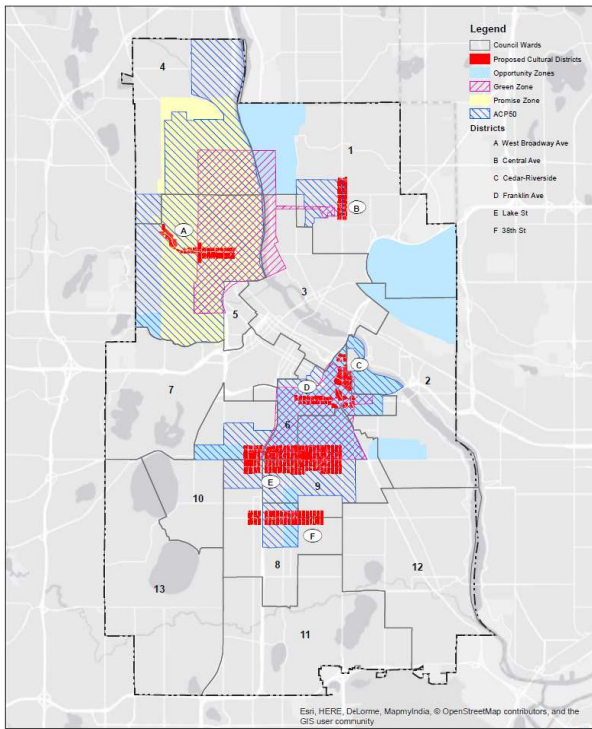


**2021
Strategic
Development**

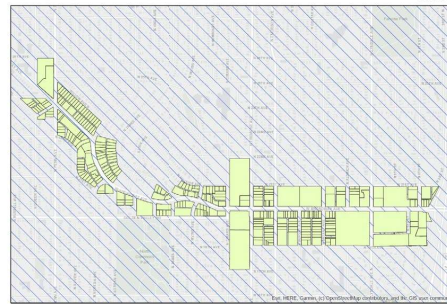
**Minneapolis
Cultural
Districts**

How it began ...

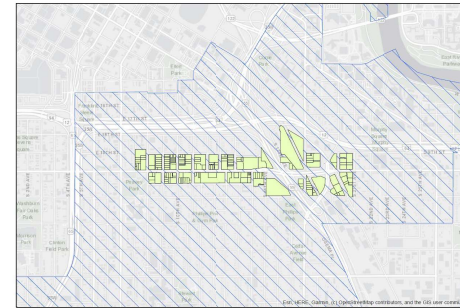
Wards and Zones



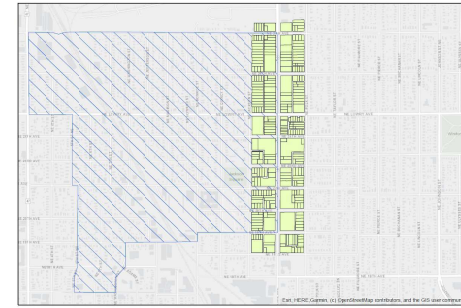
West Broadway | Cultural District Boundary



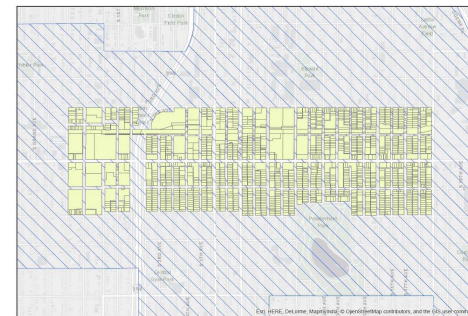
Franklin Avenue | Cultural District Boundary



Central Avenue | Cultural District Boundary



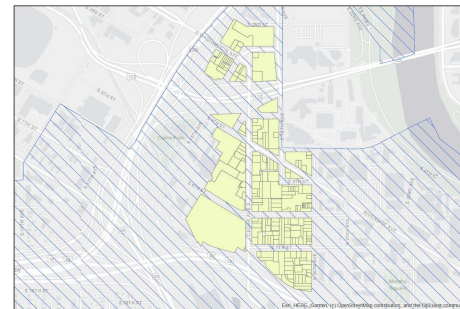
East Lake Street | Cultural District Boundary



38th Street | Cultural District Boundary



Cedar-Riverside | Cultural District Boundary

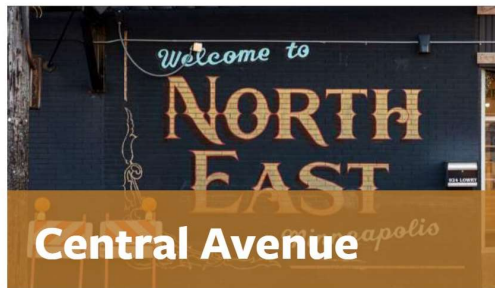
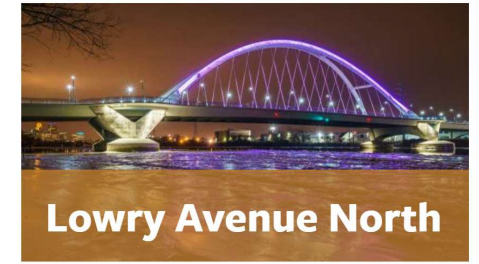


Lowry Ave N



Minneapolis Cultural Districts Tourism

Seven Individual District Guides



Minneapolis Cultural Districts Tourism Strategic Development Background



Overall Objective

Drive Minneapolis Cultural District awareness and visitation - spurring economic revitalization and cultivating neighborhood pride.

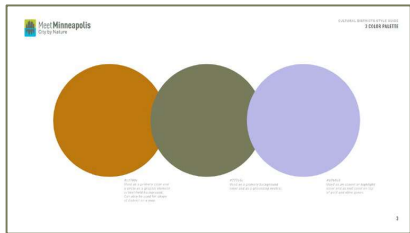
Minneapolis Cultural Districts Objectives

- Preserve a sense of place
- Provide unique local experiences
- Attract tourism (local and regional/tourist)
- Help spur economic revitalization and neighborhood pride

Minneapolis Cultural Districts Content Strategy

- First Person Perspective
 - Local Writers
 - Local Photographers
 - Local Videographers

Minneapolis Cultural Districts Tourism Year 1: 2021 Program of Work Overview



**Cultural District
Branding, Style Guide
& Marketing Assets**



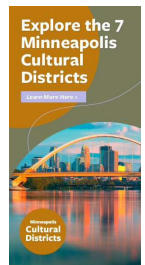
**Initial Content
Development &
Photography**

Worked with Greenspring Media to identify writers and photographers that could bring the district guides to life in a first-person narrative.



**Launched New
Dedicated Website**

Developed and launched a dedicated and unique website for the Minneapolis Cultural Districts

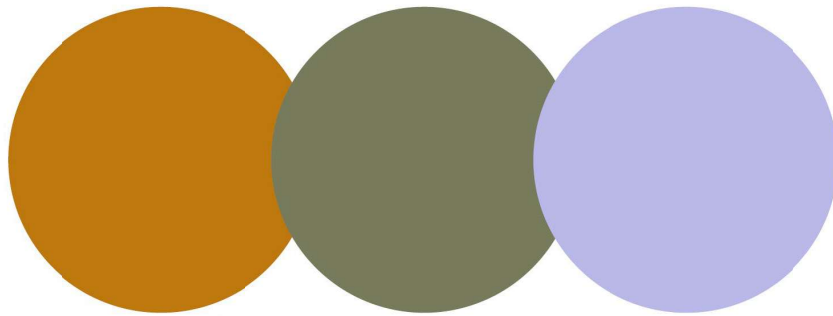


**Launched First
Paid Media Campaign**

Minneapolis Cultural Districts Tourism Creative Approach Background



CULTURAL DISTRICTS STYLE GUIDE
3 COLOR PALETTE



#c1780e
Used as a primary color and a circle as a graphic element or text field background. Can also be used for shape of district on a map.

#777b5c
Used as a primary background color and as a grounding neutral.

#929be8
Used as an accent or highlight color and as text color on top of gold and olive green.



CULTURAL DISTRICTS STYLE GUIDE
GRAPHIC ELEMENTS: CIRCLES



CIRCLE SYMBOLISM

The circle is a universal symbol with extensive meaning. Circles are among the oldest of geometric symbols, and commonly represent unity, wholeness, infinity or a journey with no ending. Gives a sense of unity, inclusivity, wholeness, and strength. Circles have no beginning or end and include infinite points of other shapes.

CIRCLE APPLICATIONS

- Photo clipping mask
- Background color elements
- Design Elements (filled or outlined)
- Use of circular bullet points



Minneapolis Cultural Districts Tourism Creative Approach Background



CULTURAL DISTRICTS STYLE GUIDE
MARKETING ELEMENTS: DIGITAL ADVERTISING (DISTRICT PAGE)



300x600



728x90



300x250



300x60



CULTURAL DISTRICTS STYLE GUIDE
PHOTOGRAPHY: SHOT LIST

PHOTOGRAPHY STYLE/TONE/VISION:

- Striving for a more photojournalistic and first-person style over beauty shots.
- Editing of photos is on the natural, side and not overly done or saturated and flow together as a similar body of work.
- Ideally include people naturally in the photos, but not so recognizable that a model release is necessary for a public space. (Existing thereby in all forms)
- A portrait style approach could work nicely for store/business owners that are included in the article with their permission.
- A variety of wide angle, full environment photos along with detail shots or each assignment are encouraged.
- Photos will work along with the neighborhood article as a story-telling visual and can be supported with descriptive captions
- Helpful when some photos can stand alone without a caption or description to be used outside the article.

PHOTOGRAPHY SPECS:

- Delivery of high-resolution final files to be shared in a downloadable drop box of photographers choosing.
- Details of contract can vary depending on photographer, but main points that must stay in place are that photos licensed are
 - o non-exclusive
 - o perpetual
 - o worldwide
 - o editorial and destination marketing purposes.
- "Hero" photos that are a good general representation of the district will have the circle with text pinned to the center of the photo, so rule of thirds encouraged for these.
- Variety of photos with a central focal point when used in circle format.
- Include shots of food, shop owners, interior and exterior notable business shots, recurring events, street art/murals, attractions, nature and parks, and drone aerial shots if possible?

PHOTOGRAPHER SPECS:

- Must be Minneapolis area local or former resident that is familiar with areas they are photographing.
- BIPOC and representative or areas they are photographing.
- Comfortable getting action shots with people
- Comfortable asking business owners to take photos and explaining assignment (with provided Meet Minneapolis credentials)



Central focal point
example

Minneapolis Cultural Districts Tourism Contributors | Photographers



Rebecca Rabb



Paola Carlson-Sanchez



Mike Madison



Jaida Grey Eagle



Asha Belk



John Yuccas



Vic Campbell



Yasmin Yassin

Minneapolis Cultural Districts Tourism Contributors | Writers



Ali Elabbady



Jaida Grey Eagle



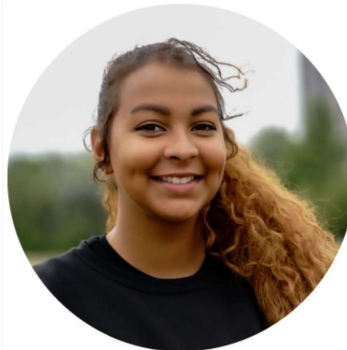
Harry Colbert Jr.



Michael Kleber-Diggs



Natalia Mendez



Taycier Elhindi



Tiffany Bui

Minneapolis Cultural Districts Tourism | Content Overview (Launched 12/6/21)

Minneapolis
Cultural
Districts

Overview | Districts | Annual Events | Contributors



Minneapolis
Cultural
Districts

ARIANA JACKSON MURAL
CREDIT: PAOLA CARLSON-SANCHEZ



Minneapolis Cultural Districts Tourism Year 2: 2022 Program of Work Overview



Created Cultural District Video Series

Partnered with Ryan Stopera and local freelance artists and storytellers to create a series of 28 videos to promote the cultural districts program of work, and each individual cultural districts.



Website and Guides Content Updates

Updated the hub for each district with new/closed businesses, created enhanced maps, video itineraries and added new photography.



Paid Media Campaign

Campaign Audience: Mpls, St Paul, and metro first ring suburbs

Channels: Digital and Social

Locally Owned Media:

VidaySabor



Minneapolis Cultural Districts Tourism Contributor | Ryan Stopera - Video Partner

RYAN
STOPERA

[Welcome](#) |
 [Portfolio](#) |
 [Work](#) |
 [About](#) |
 [Contact](#) |
 [Testimonials](#) |
 [Press](#) |
 [Shop](#)



RYAN STOPERA

Ryan is a mixed race, Chinese American, photographer, filmmaker, producer and educator based in Minneapolis. He's worked with community organizations for over 15 years including with individuals experiencing homelessness, children and families, and foster care youth, as well as in program development and affordable housing development. Ryan's background in social work and his relationships across communities make collaboration essential to his work, whether in creative projects such as filmmaking, or making space for connection, such as producing community events or program development. Working in community, creating connections, and sharing stories with each other is what drives Ryan's work. He has exhibited work at The Walker Art Center, Minnesota Museum of American Art, Gamut Gallery, Public Functionary, Indigenous Roots Cultural Art Center, Third Place Gallery, and the Minneapolis Institute of Art. Ryan's films have been screened across the country and the world. He's the recipient of the 2018 Artist Neighborhood Partnership with CURA at the University of Minnesota, the 2019 MN State Arts Board Cultural Community Partnership Grant, the 2021 and 2022 MSAB Artist Initiative Grant, and he was a 2020 Creative Community Fellow with National Art Strategies. He's also part of the team at [Public Functionary](#), an arts organization supporting grassroots cultural organizing and production across disciplines through the development of highly visible and resourced spaces that lead to creative collaborations and economic opportunities for early career and emerging artists. Ryan is the General Manager of [DE Cafe](#), a coffee shop and restaurant in Public Functionary's exhibition and performance space in the Northrup King Building in NE Minneapolis.



Minneapolis Cultural Districts Tourism

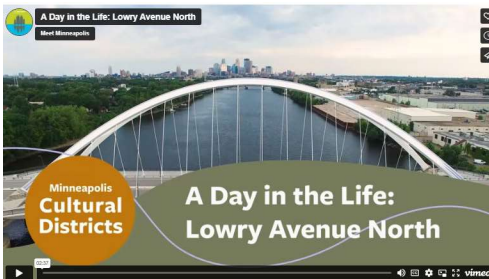
Seven Districts - 28 Videos

STORY/STORYTELLER IDENTIFICATION

- Ryan Stopera and team researched and provided recommendations for the places and locals to be included in the videos.

VIDEO FOCUS/POV:

- Visitor perspective and activities
 - General district vibe
 - History/Background/Community Pride
 - Arts & Culture
 - Shopping
 - Food & Drink
 - Yearly Signature Events (if applicable)



Minneapolis Cultural Districts Tourism Year 3: 2023 Program of Work Overview

Explore Your Interests Across the Districts



Website Content Updates & New Cross District

- Worked with local writers to tell a more holistic story of the Cultural Districts.
- Created three new articles highlighting “best of” (food, music and theater, and public art) across the Cultural Districts.

New & Enhanced Cultural District Videos & Photography

- Create a series of videos to bring to life three new cross-district articles that were written in 2023.
- Created library of shorter versions for social media and digital advertising.
- Partnered with local photographers to capture 16 Cultural Districts businesses and events.



Paid Media Campaign

Campaign Audience: Mpls, St Paul, and metro first ring suburbs

Channels: Digital and Social

Locally Owned Media:

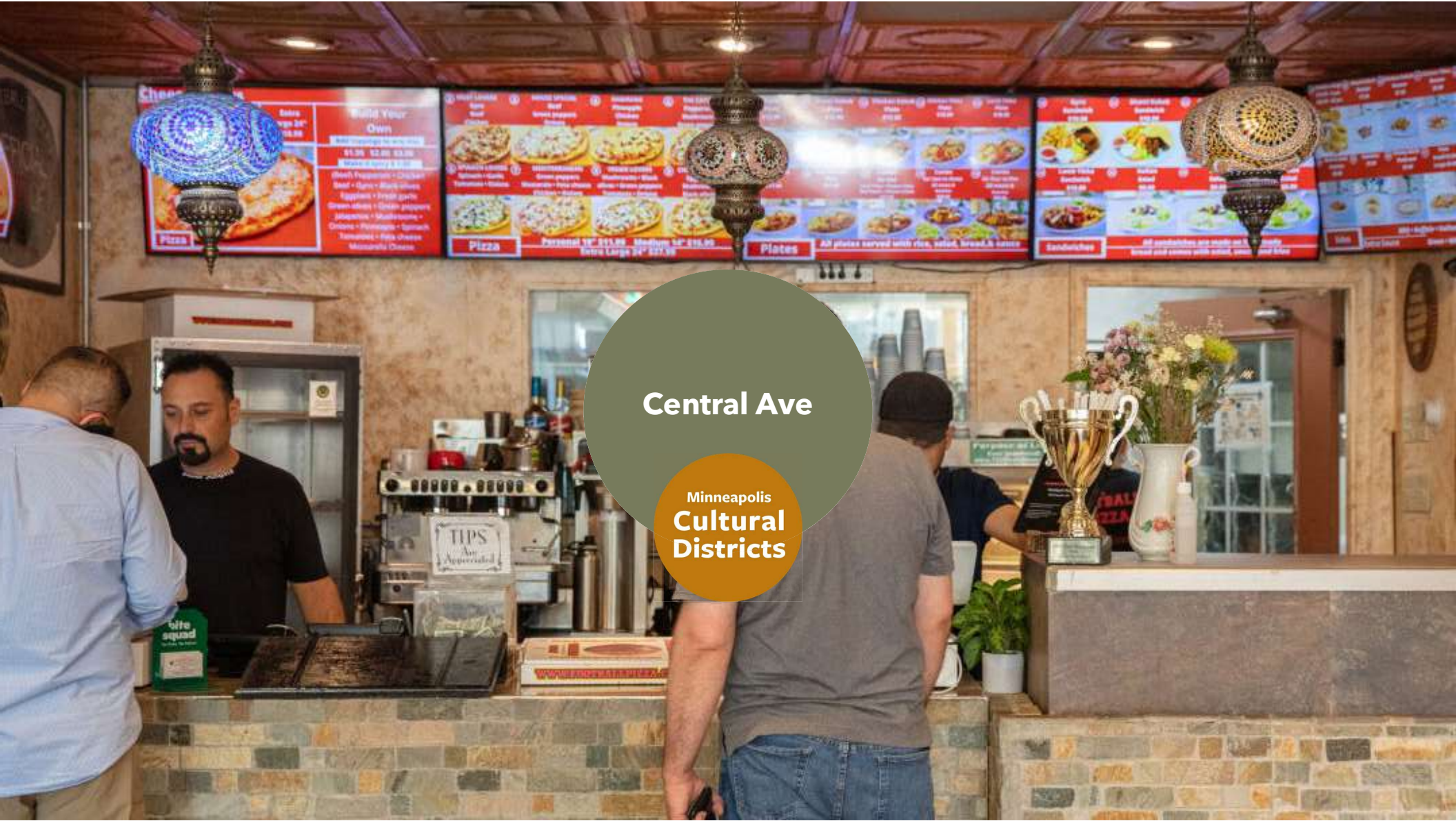
VidaySabor



Minneapolis Cultural Districts Tourism 2023 Cross District Content & Videos

Explore Your Interests Across the Districts





Central Ave

Minneapolis
Cultural
Districts

Central Avenue | Cultural District Boundary

As of 2/24/2008



**18-1/2th Avenue
Northeast
to
26th Avenue Northeast**



The Central Avenue District Brims with Multicultural Identity

By Ali Elabbady



Ali Elabbady

Ali Elabbady is a food and music writer based in the Twin Cities. Currently, Ali writes about food for Eater Twin Cities and has written about food and music in the past for City Pages, The Current, and more. Ali is also the host and producer for the TV show Tacos & Tastemakers, which launched its pilot season in September of 2020 and is available to watch on YouTube.



Asha Belk

Asha Belk is a school social worker and photographer that lives in North Minneapolis. Her inspiration comes from the simplicity of nature, meeting new people, hearing their stories, and beautifully plated food. What she enjoys most about photography is capturing life unscripted because it's when true emotion and vulnerability come to life.

More to Explore in the Central Avenue Cultural District:

Aki's Bread Haus

Aki works to bring back the memories, taste and smell of the freshly baked goods from his home country of Germany.

[LEARN MORE](#)



- **Eastside Food Co-op** - Community owned local + organic grocery store with quick take-out options and local gift section.
- **PILLAR Forum Cafe** - Cafe and meeting place. PILLAR's goal is to be the world's first Climate Positive skateboard company.
- **La Colonia Restaurant** - Warm, informal establishment offering large portions of traditional Colombian & Ecuadorian dishes.
- **Dutch Bar** - Cozy urban bar/restaurant with a cool, moody space with aged textured ceilings, vintage lighting and an etched glass antique bar. In the summer enjoy the private patio, a secret city hideaway.
- **Zero Proof N/A Beverage House** - Non-alcoholic bottle shop specializing in functional beverages & elixirs including a variety of THC beverages and edible products, mushroom beverages, nootropic beverages, and adaptogens.
- **Paolita's Sur Envios** - Gift shop featuring futbol/soccer gear and uniforms.
- **Recovery Bike Shop** - Local bicycle shop selling new and used bikes and parts and provides repair services at every level.

Minneapolis Cultural Districts Tourism Central Ave Videos



Central Avenue: Community Overview



Central Avenue: Restaurant Guide



Central Avenue: Mural Initiative



A Day in the Life: Central Avenue

Various Edits/Lengths
:6, :15, :30



Creatives After Curfew & Four Story Collective Mural on side of Eastside Co-Op

(Central Ave)

Created as a collaborative piece between the two groups of artists as a part of the Murals on Central project, and in partnership by NEMAA and Public Functionary (Leslie Barlow, Maiya Lea Hartman, Hibeaq Ibrahim, Silent Fox, Witt Siasoco, Martzia Thomtez, Alex Smith, Jordan Hamilton, & Reggie LeFlore). The piece loudly shouts out that aside from the wonderful foods from many diverse cultures that Central Avenue is known for providing, it is also known for the rich tapestry of arts and creatives that it houses.

PILLAR Forum Mural at the Southside of 2300 Central: Biafra & Wundr

(Central Ave)

Known for its reputation for being the first climate positive skateboarding companies, PILLAR's Forum is a cafe operation that helps contribute to the ongoing wave of food offered along the Central Avenue corridor, and the people that reside within its confines. To showcase its contributions, Biafra & Wundr created a mural that is in dedication to the foods that can be found along the Central Avenue cultural district. While its mystifying 3D-esque rendering may look like it was shredded by some massive claws, the intention and homage is very omnipresent.





Finding Art in the Minneapolis Cultural Districts



Community Garden Mural: Mike Davis of Burlesque Design & Chank

(Central Ave)

Commemorating a community garden located between Central and Lowry Avenue, both Mike Davis of Burlesque Design and artist Chank created murals to celebrate the culmination of this community garden. Mike Davis's mural showcases some of the rich produce that grew out of the garden, and while it may be fenced off currently, the mural still provides a reminder of the rich produce it once cultivated.

Welcome to Northeast on side or Arcana Building: Forrest Wozniak

(Central Ave)

Forrest Wozniak's signage and signage restoration has been a mainstay display across Minneapolis and Saint Paul businesses for countless years. This simplistic and grand ode to Northeast Minneapolis at the Arcana Building is not only an excellent marker to remind people of where they are at, it also makes for excellent photo opportunities.





2024 Plans

Minneapolis
**Cultural
Districts**

Minneapolis Cultural Districts Tourism

2024 Meet Minneapolis Program of Work Goals



Meet **Minneapolis**
City by Nature

1. Drive general awareness

- Illustrated map
- Website enhancements
- Marketing campaign

2. Activate residents to spend time exploring the Cultural Districts

- Direct mail campaign
- Targeted media campaign

Minneapolis Cultural Districts Tourism 2024 High Level Plan - Maps

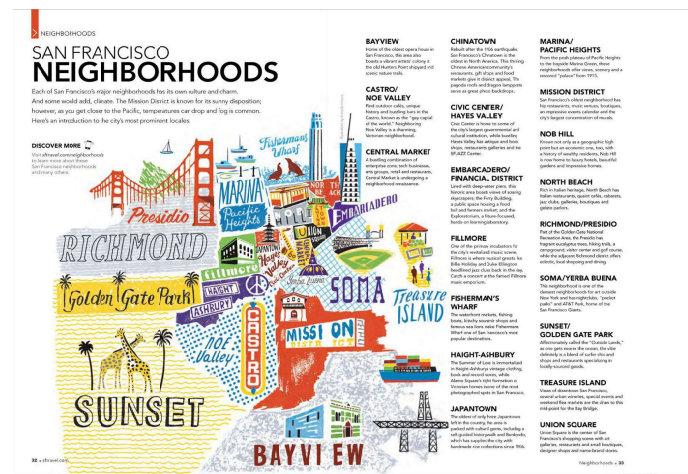
Illustrated map

- Work with a local artist to develop an illustrated map of the Cultural Districts and neighborhoods.
 - Map of the city that shows the location of each district.
 - Individual maps for each Cultural District focusing on iconic landmarks.
- Map could be used on the website, in marketing materials, in visitors guide, and could be turned into a mural at the MMVC.



Interactive map on website

- Use the map illustration on the website and allow visitors to click into different districts to learn more, see images and video and to explore the districts.



Minneapolis Cultural Districts Tourism 2024 High Level Plan - Marketing

Marketing campaign

- **Direct mail campaign:** Send a postcard using the map illustration and a QR code to a select demographic who are likely to explore the Cultural Districts.
- **Media campaign:** Execute a targeted media campaign including paid social media and search to drive awareness of the Cultural Districts.

Website content enhancements

- Add a “how to get to” section for each district.

How to Get to Chinatown

Chinatown is a centrally located neighborhood that is accessible by foot, bus, BART, taxi or Lyft/Uber, and even cable car. The neighborhood is adjacent to **North Beach**, **Nob Hill**, **Union Square**, and the **Financial District**. If you are in any of these neighborhoods it's best to walk.

Want to take the **cable car**? No problem. If you're coming from **Fisherman's Wharf** or Union Square, take the Powell-Hyde line or Powell Mason line and get off between Jackson and Bush Streets. If you are coming from the Ferry Building or Downtown San Francisco, you can take the California Street line to Grant Avenue, which is the main street of Chinatown. There are also buses available that go through the neighborhood. The 30-Stockton bus goes straight through the center of Chinatown. Any of the stops between Broadway and Bush will get you to the neighborhood quickly.

Taking **BART** to Chinatown is easy too, if you don't mind a little bit of walking. Take any train to Montgomery Street Station. Walk out of the station and take a left on Post St. until you reach Grant, then right on Grant toward the Chinatown Gate.



Minneapolis Cultural Districts

2024 City Led Support Recommendations



Meet **Minneapolis**
City by Nature

1. Educate business owners
2. Raise awareness amongst city residents
3. Branded wayfinding (signage in Districts)



**Discussion &
Questions**

Minneapolis
**Cultural
Districts**



Appendix

Minneapolis
**Cultural
Districts**

Minneapolis Cultural Districts Tourism Asset Library | Video and Photo Links

Videos created for social media and digital media can be found [here](#).

Entire library of Cultural Districts videos (this does not include the short videos created for the media plan) can be found [here](#).

All Cultural Districts photos can be found [here](#).



Minneapolis Cultural Districts Tourism Additional Marketing

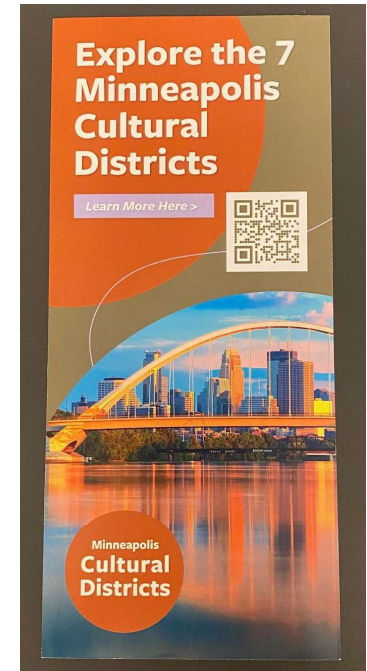
Visitor Map Ad



Visitor Guide Article



Visitor Center Handout



Minneapolis Cultural Districts Tourism Additional Marketing



Minneapolis Convention Center Panel Advertising

