



Neka
creative

Retail Reimagined

A NEW DOWNTOWN APPROACH

OCTOBER 2018:



We have a great opportunity for downtown Minneapolis

- Unique repurpose of vacant retail spaces
- Engaging experiences for people living, working and visiting downtown
- Growth opportunities for diverse businesses
- Ongoing retail success



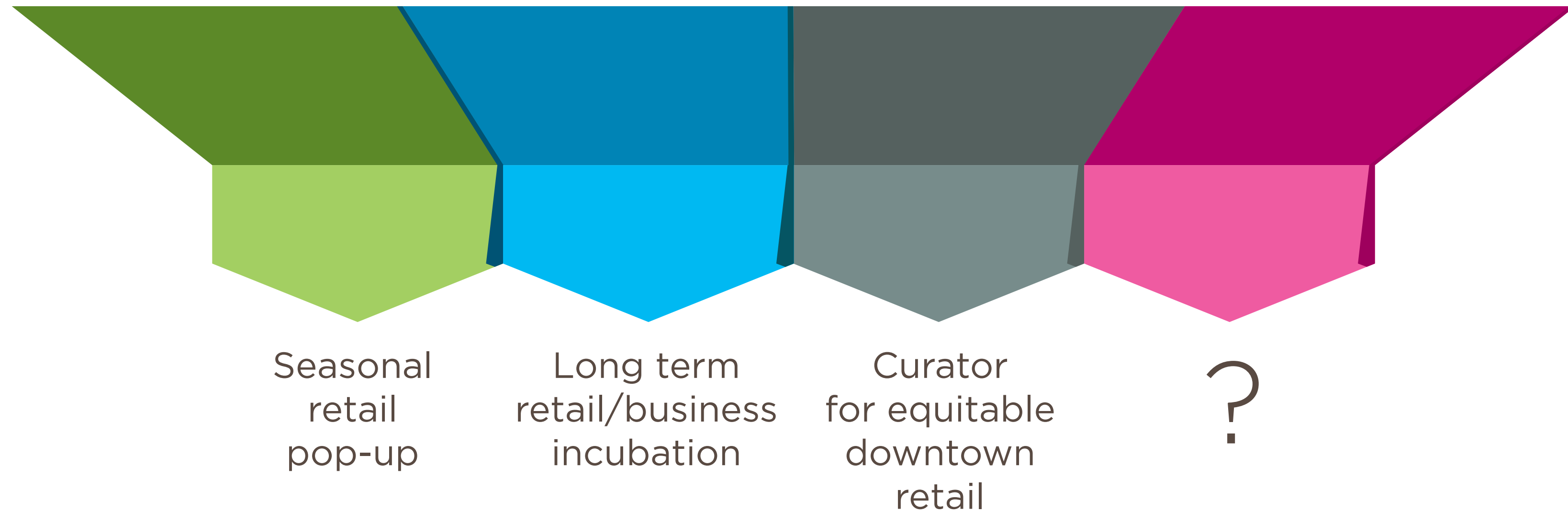
Many audiences to consider

- **Consumers**—people who live, work and visit downtown
- **Gatekeepers**—real estate managers, funders, some downtown residents, other downtown retailers
- **Businesses**—diverse ownership, business ready, mainstream appeal
- **Influencers**—media, real estate owners, sponsors, city officials, downtown employers and retailers, consumer word of mouth



A multifaceted model

BRAND HOUSE (Consortium)



The master brand is a consortium

- Leaders/organizations with a vested interest in successful outcomes:
 - **Long-term goal:** sustain a downtown retail environment that's inclusive, engaging and enticing
 - **Short-term goal:** introduce seasonal pop-up retail experiences that interest and drive traffic



The consortium consists of high level players

- **Downtown Council:**
 - Principal and lease holder
- **Partners:**
 - City of Minneapolis
 - Local corporations
 - Nonprofit organizations
 - Philanthropists

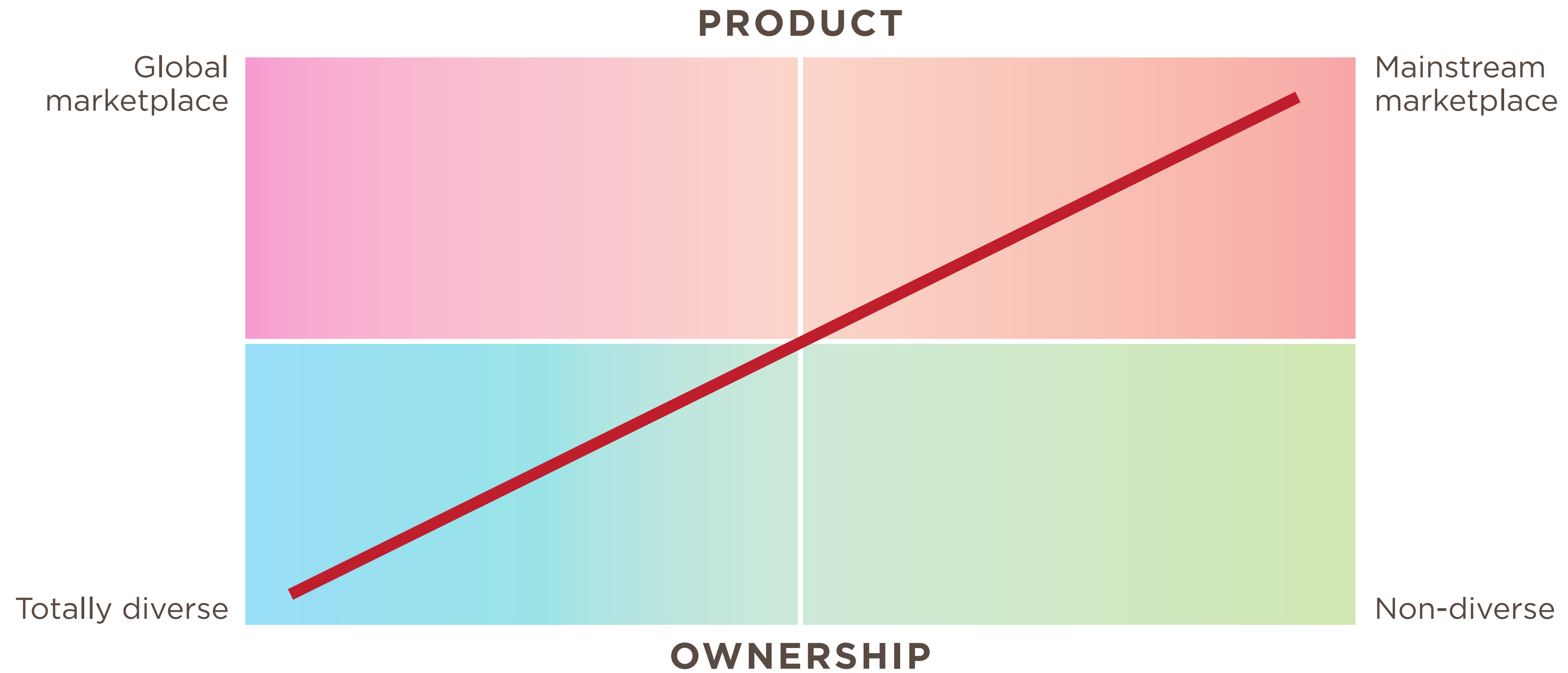


First sub brand—pop up retail

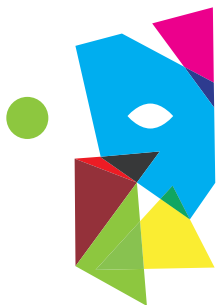
- Exciting retail pop-ups that change on a seasonal basis:
 - **Mainstream appeal:** people who live, work and visit downtown
 - **Unique offerings:** products created by diverse companies, minority and women owned



The sweet spot

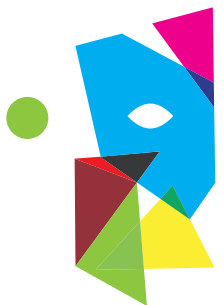


Sweet spot = Diverse ownership + Mainstream product/service



Other potential projects include...

- Long-term retail/business incubation
- Curation to ensure equity in downtown retail spaces



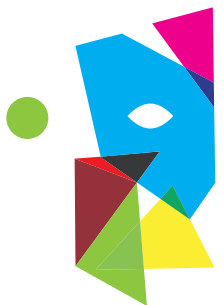
Obstacles to overcome

- Downtown retail spaces are too expensive for many businesses—particularly street level retail
- Parking concerns limit visits
- Historical lack of access for diverse businesses
- Ensuring a welcoming downtown environment
- Property managers will need convincing



To be successful, we must...

- Create a brand direction that excites a broad audience base
- Develop an equitable plan that promotes short-term traffic and long-term growth
- Remove barriers to entry: capital, real estate, technical abilities



A new brand



ChAMEleon

CONSORTIUM

ChAMEleon
SHOPPES

ChAMEleon
Co-Working

ChAMEleon
Cafe

ChAMEleon
CONSORTIUM

ChAMEleon
SHOPPES

ChAMEleon
Co-Working

ChAMEleon
Cafe



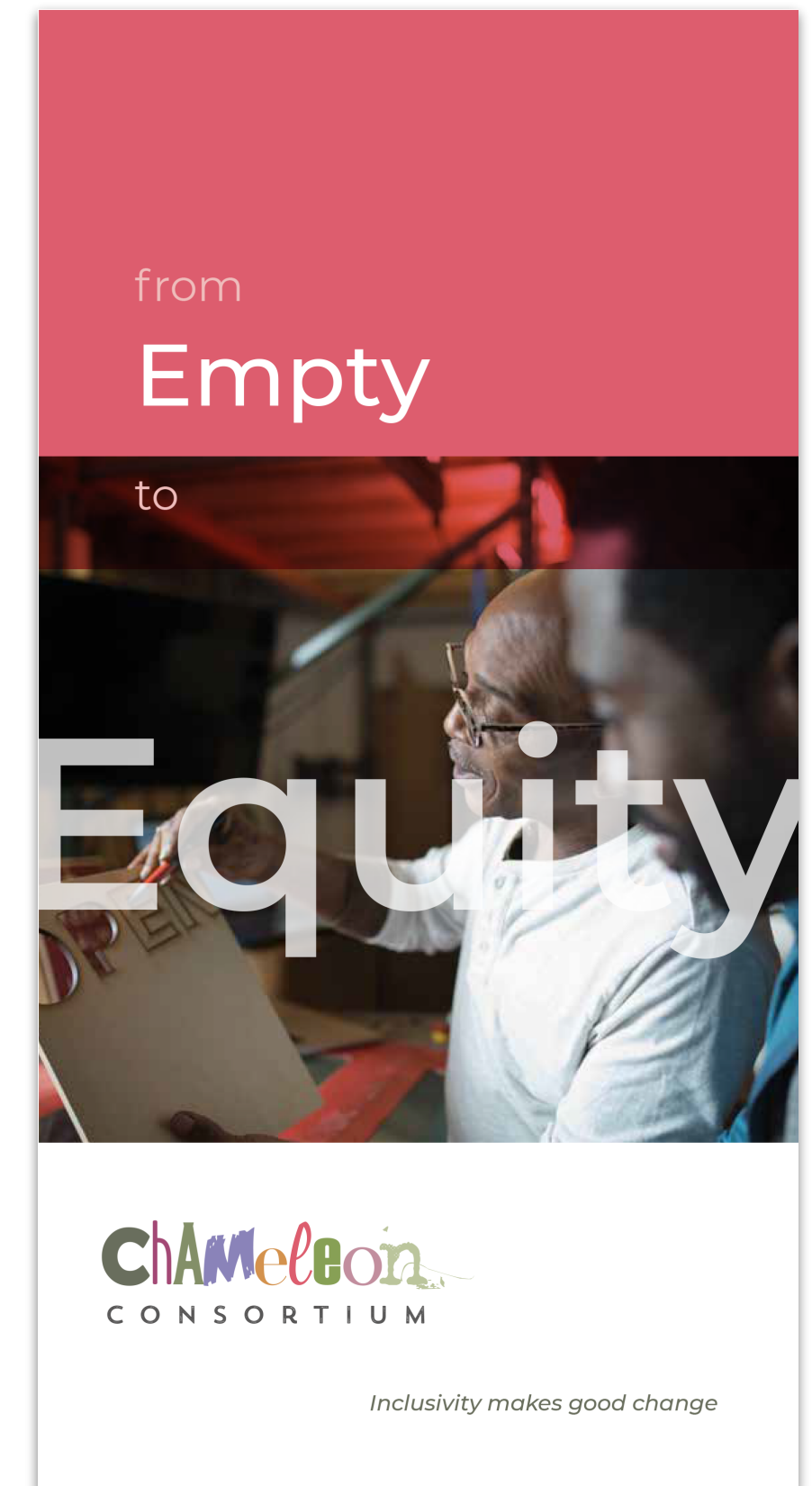
Chameleon Consortium

- A dedicated group of private, public and nonprofit partners
- Dedicated to the economic vitality of downtown Minneapolis
- Supports the success of minority and women-owned businesses



Outstanding benefits

- For businesses:
 - Explore the viability of a downtown location
 - Reach a new customer base
 - Grow their business



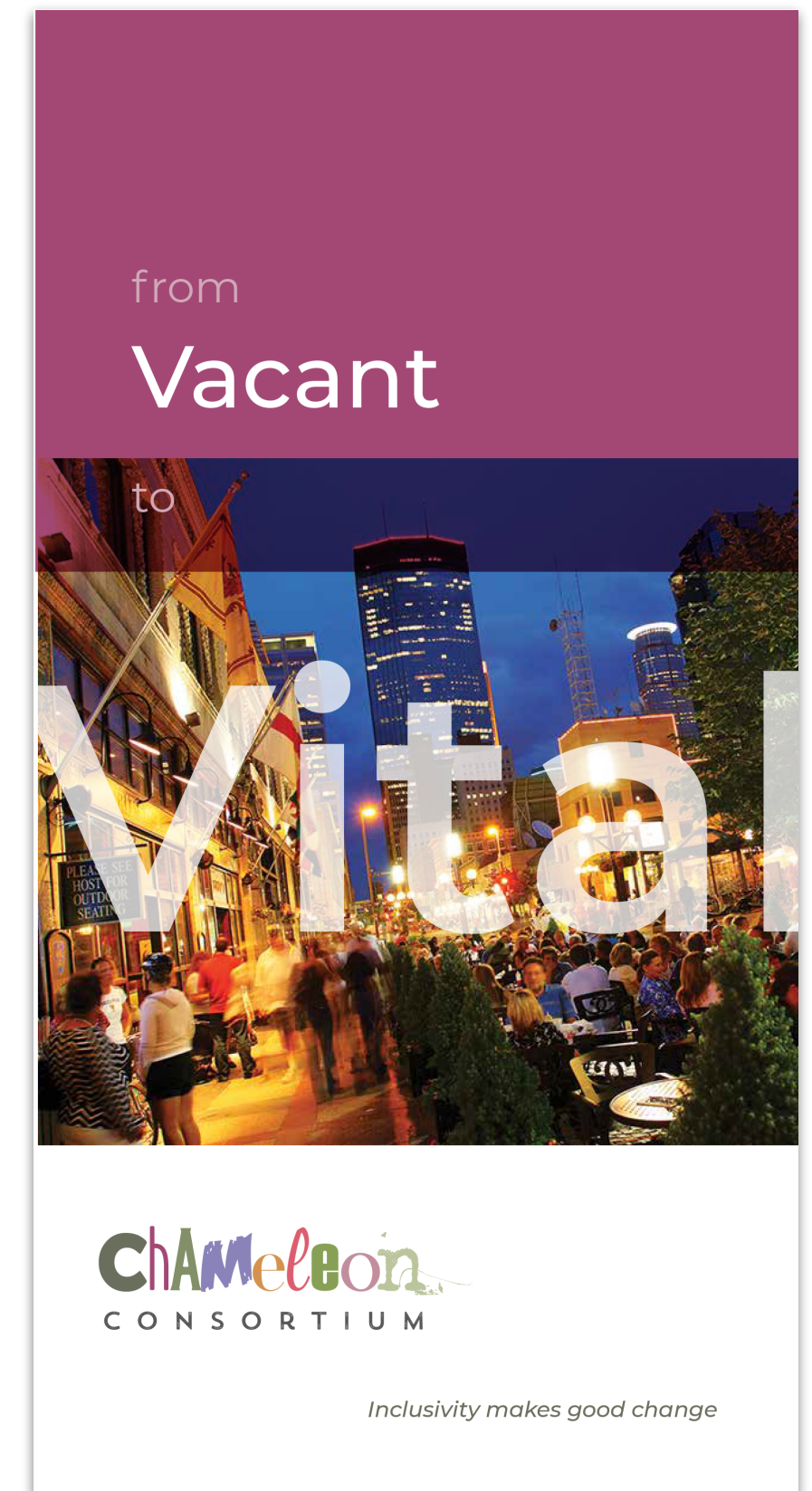
Outstanding benefits

- For property owners:
 - Bring renewed energy to their properties
 - Opportunity for community stewardship
 - Potential for revamped interest in other vacant spaces



Outstanding benefits

- For Minneapolis:
 - Play a viable part in closing gender and racial business gaps
 - A dynamic and inclusive downtown
 - A revitalized commercial zone
 - New offerings for residents, workers and visitors





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