



**east
town**
MINNEAPOLIS

**EAST TOWN
BUSINESS
PARTNERSHIP**

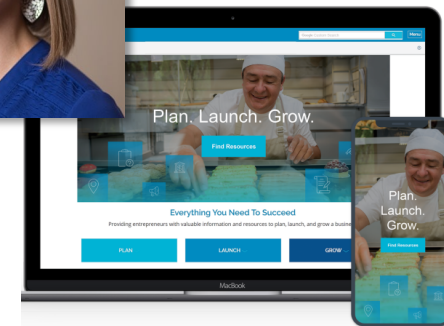
“The Joys and Burdens of Starting and Building a Business in Minneapolis”

October 18, 2018, 11:30am-1:00pm at The Open Book



FEATURE PRESENTER

Jeff Sommers, Co-Owner, Izzy's Ice Cream



SPOTLIGHTS ON RETAIL & BUSINESS SUPPORT

**Rosemary Ugboajah, President, Neka Creative
And, Zoe Thiel, Manager, MPLS Small Business Office**



Get Involved!



"Being one of the first major development endeavors in East Town, the Guthrie benefits greatly from the civic pride in our organization and in our building. As the area continues to evolve, East Town Business Partnership offers as a way to deepen our commitment to the community we serve."



"As this part of downtown grows in every way - with our new health specialty center and new housing, parks, restaurants, and hotels - it's more important than ever to be a connected and cohesive community. That's why we continue to be an active member of East Town Business Partnership."

Dr. J. Papp, MD, MBA, CEO
Minneapolis Medical Center



Many Membership Benefits

In addition to engaging monthly meetings, members enjoy several advantages of belonging to the East Town Business Partnership:

- Official representation for East Town businesses
- Visibility for member businesses including a logo link on the partnership website
- Opportunity to host a networking and business forum at your business
- Influential representation on area development plans and initiatives
- Economic development support through collaboration with area neighborhood associations
- Wide-reaching networking opportunities
- Eligible for East Town Business Partnership administered business grants
- Eligible to serve on the East Town Business Partnership Board of Directors
- Monthly business forums: 11:30 a.m. to 1:00 p.m. on the third Thursday of each month, September through June



"The East Town Business Partnership is a critical part of our communications and networking strategy, and enables Green Minneapolis to engage with a broad constituency. As we all look for ways to interact with our community to find partnerships, colleagues and customers, organizations like the ETBP are essential."

Ruth Shugren, Executive Director
Green Minneapolis



"We have enjoyed the collegial nature of the East Town Business Partnership members, and everyone's commitment to growing a thriving business, residential and culturally significant community. We value the high visibility the Partnership has given us."

James C. Selmer, Attorney
J. Selmer Law

Choose Your Membership Level

With an East Town Business Partnership membership, you can make difference in your organization, your community and yourself. Which works for you?

Downtown Minneapolis Resident—\$50
Individual residents seeking to invest in the district while networking with business and civic leaders.

Silver—\$300
Supporters who value the networking opportunities and recognition through membership benefits. This level is suggested for companies with 10 employees.

Gold—\$550
Organizations who give added support for ongoing membership as database development, website and administrative services suggested for companies with between 11 and 35 employees.

Diamond—\$900
Leading businesses that seek to enhance development and safe and productive environment for our business community suggested for companies with over 35 employees.

Platinum—\$2,000
Leading businesses that contribute and receive recognition level of supporters. Membership includes complimentary person to attend the 10 monthly business forums, media recognition at all business forums, and priority placement Business Partnership website.

A Member-Driven Mission
Serve as an advocate for the Downtown East and Elliot Park community, promoting a safe, productive business communication between business and civic leaders.

The East Town Business Partnership
it's where you belong.
Renew or join today at easttownmpls.org

East Town Business Partnership
810 South 7th Street
Minneapolis, MN 55415
info@easttownmpls.org
www.easttownmpls.org



EAST TOWN
BUSINESS
PARTNERSHIP

2018-2019 Business Forum Series
Advancing an East Town Vision
Holistic Growth

Thank you for your active membership in the East Town Business Partnership! The ETBP is committed to advancing a holistic vision of economic and residential growth in our neighborhoods specifically and district overall. This year's forum season topics seek to advance the East Town vision to be increasingly vibrant, multifaceted and connected as a dynamic 21st century city center community.

Take advantage of these important forums and invite others to join you on the third Thursday of each month, September through June, 11:30am-1:00pm.*



Dan Collison
Executive Director

February | Ways the Social Determinants of Health are Transforming Institutions
The World Health Organization defines the social determinants of health as "the conditions in which people are born, grow, live, work, and age." In this forum East Town research, measurements, and health care programs that are changing the very nature of health care itself.

March | The Economic Opportunities of Engaging Homelessness
Downtown Minneapolis is home to nationally recognized thinkers and organizations that work to end homelessness. This joint forum with the mppls downtown council will feature People Serving People CEO Daniel Gurnit moderating a panel focusing on where economic innovations meet human need.

April (Annual Meeting) | Advancing Arts and Entertainment in East Town
East Town is known for the Guthrie Theater, MacPhail Center for Music, and the US Bank Stadium. Are you also familiar with Gamut Gallery, Good Arts Collective, Armory Event Center, and neighborhood art venues? This season's Annual Meeting will feature our growing arts and entertainment scene!

May | Crime and Safety, Sentencing and Restorative Justice
This forum will feature a candid panel conversation about the intersection of downtown crime, modern policing, sentencing, incarceration, and restorative justice.

June | Toward an Inclusive Downtown
This joint forum with the mppls downtown council will unveil the results from the yearlong "Inclusive Downtown Think Tank" co-sponsored with the YMCA that set out to cast a bold new vision for an increasingly welcoming downtown.

*All presenters and topics subject to change



**east
TOWN**
MINNEAPOLIS

EAST TOWN
BUSINESS
PARTNERSHIP

Introductions

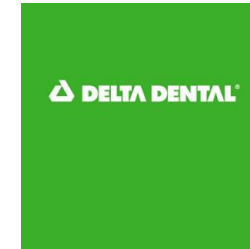


EAST TOWN
BUSINESS
PARTNERSHIP

Platinum Sponsors



AMERICAN ACADEMY OF
NEUROLOGY®





EAST TOWN
BUSINESS
PARTNERSHIP

November Business Forum at Finnovation Lab/Impact Hub MSP

“What is the Difference Between Diversity, Equity, and Inclusion?”

November 15, 2018, 11:30am-1:00pm



Trina Olson
Co-Founder,
Team Dynamics



Alex Tittle
Director of Disparity
Reduction
Hennepin County



**Elizabeth
Campbell**
Director of Emerging
Business Inclusion
Ryan Companies



Ixchel McKinney
CEO
Impact Hub MSP



SPOTLIGHT
Greater MSP Inclusion
Toolkit

ELLIOT PARK ART WALK

Thursday October 18th • FREE • 5-8pm • Pints • Pups • Tattoo Parlour • Hair Salon • Art Gallery • Studios



Barbershop • Coffee • Craft Market • Gift Shop • Tour Guides • Food Trucks • MPLS, MN • #artwalk

Start your tour with Happy Hour at Finnegans Brewery and take a narrated walk with Danger Boat Productions through Elliot Park. Stop in and visit the new neighborhood businesses and return back to Finnegans for Live Music & Local Craft Market.





PRESENTS

"Eye Am You"



Mural Reveal

Saturday, October 20, 2018

11:30 am - 1:30 pm

1400 Park Ave, Minneapolis, MN 55404

Refreshments

LIVE MUSIC



"Spreading love one community at a time!"



@WeidnerAptHomes



WeidnerApartmentHomes



@WeidnerApartmentHomes

Final Four Informational Event on October 31, from 2-4 PM at Westminster Church



To learn more about what's in store, you are invited to attend the first of a series of briefings, in which developing event plans will be shared and dialogue can occur. The goal is to keep downtown stakeholders informed and assist in your preparations for a fantastic Final Four.

The first meeting will be held on Wednesday, October 31 from 2-4 p.m. at Westminster Presbyterian Church, (1200 Marquette Ave, in the Westminster Hall – enter from Nicollet).

Members of the 2019 Minneapolis Final Four Local Organizing Committee will be on-hand to provide a Final Four event overview and share what is upcoming in the planning process.



Set in Alabama in the 1880s, **The Miracle Worker** tells the incredible true story of Helen Keller, a young girl afflicted with both blindness and deafness, and Annie Sullivan, the extraordinary teacher who finds a way for Helen to learn.

PERFORMANCES

Friday November 9 – 7:30 pm
Saturday November 10 – 7:30 pm
Sunday November 11 – 3:00 pm
Thursday November 15 – 7:30 pm
Friday November 16 – 7:30 pm
Saturday November 17 – 2:00 and 7:30 pm
Sunday November 18 – 3:00 pm

COST

Adults \$12
Seniors and children under 12 - \$10

ORDER TICKETS AT:
[WWW.NORTHCENTRAL.EDU/
FINEARTS-TICKETS](http://WWW.NORTHCENTRAL.EDU/FINEARTS-TICKETS) OR CALL
612.343.4700





*A joyful celebration of Christmas
featuring the NCU choirs with orchestra*

PERFORMANCES

*FRIDAY, NOVEMBER 30, 7:30 PM

&

SUNDAY, DECEMBER 2, 4:00 PM

COST

Adults \$10

Seniors \$5

Free for children under 12



***Alumni night and Silent Auction
on November 30!**



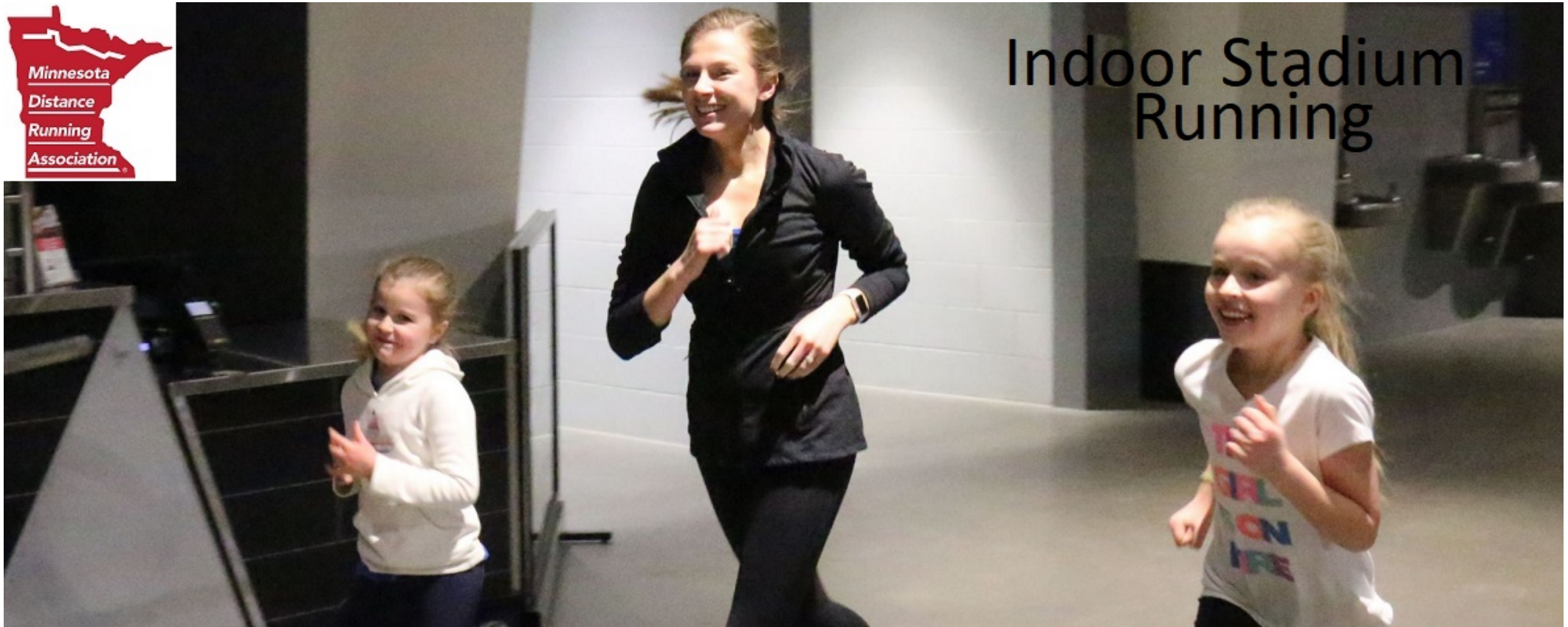
LINDQUIST SANCTUARY 1410 ELLIOT AVENUE, MINNEAPOLIS, MN 55404
ORDER TICKETS AT: WWW.NORTHCENTRAL.EDU/FINEARTS-TICKETS OR CALL 612.343.4700



Light up the Night

12 · 7 · 2018 • LUTNHHF.ORG

A BENEFIT SUPPORTING THE MISSION OF HENNEPIN HEALTHCARE



Indoor Stadium Running

Monday, November 19th

Tuesday, November 20th

Wednesday, December 19th

Thursday, December 20th

Thursday, December 27th

Thursday, January 3rd

Tuesday, January 8th

Wednesday, January 9th

Tuesday, January 15th

Wednesday, January 16th

Helping established businesses sustain growth

Economic Gardening Program



Economic growth depends on the continued success of local businesses

Once past the startup phase, transitioning a small business into a sustainable growth enterprise can be challenging. Whether confronting a growth plateau or deciding where to go next, risk and uncertainty are major variables CEOs of second-stage companies have to calculate.

Introducing the right high-impact information into those equations can help companies find the optimal strategic growth solution. By connecting executives of established businesses with individualized research teams and confidential peer learning opportunities, Economic Gardening helps growing businesses become long-term market movers.

Economic Gardening Program

To help second-stage businesses sustain growth past the start-up stage

Community Impact

Since 2012, Economic Gardening has worked with nearly 100 businesses, creating or retaining more than 2,000 jobs in Hennepin County.

Case study: HED Cycling

A pioneer of solid disc bicycle wheels, Hed Cycling designs and manufactures high-end cycling equipment. Owner and co-founder Anne Hed had grown the company to 45 employees, generating more than \$8 million in annual revenue. But, prior to entering the Economic Gardening program, Hed Cycling had hit a growth plateau.



Working with a personal research team through the Economic Gardening program, Hed refined her business model and marketing strategy and launched into a new growth phase.

"The research we got through Economic Gardening was invaluable. By learning more about our competitors, we were able to focus on what set us apart and what our most profitable services were. We refined our business model and are experiencing renewed growth and sustainable success."

—Andrew Schmidt, Co-founder and CEO, Amek Home Remodeling (Pictured on front)

Who is eligible?

Private businesses in Hennepin County with 10-99 employees, \$1 million to \$50 million in annual revenue, and clear potential for continued growth

How does it work?

Hennepin County and our partners provide scholarships to fully cover the cost of participation in the Economic Gardening Program. Hennepin County leads coordination, along with Ramsey and Scott counties, of a regional Economic Gardening network.

Advanced business tools and techniques

Businesses participate in a nine month-long program with peer CEOs, including a customized business research project. The program provides practical tools and techniques to help businesses grow.

Learn more and apply

hennepin.us/businessassistance
elise.durbin@hennepin.us

612-348-4191



COFFEE WITH WARD 3 COUNCIL MEMBER STEVE FLETCHER

The October Coffee with Your Council Member will take place at the following location:



- Wednesday, October 17, from 5 p.m., to 6 p.m., [Maeve's Cafe](#)
- Wednesday, October 24, from 5 p.m., to 6 p.m., [Open Book](#)
- Wednesday, October 31, from 5 p.m., to 6 p.m., [In The Loop Coffee Company](#)
- Wednesday, November 7, from 5 p.m., to 6 p.m., [Taraccino Coffee](#)

Upcoming Neighborhood Organization Meetings



DMNA LAND USE COMMITTEE

Next meeting date is scheduled for
November 13, 2018, at 6:00 p.m.,
at the Mill City Museum

DMNA BOARD MEETING

Is Monday, **NOVEMBER 19, 2018,**
at 6:00 p.m., at the Mill City
Museum



EPNI BLUH COMMITTEE,

October 18, at 6:30 p.m.,
at Elliot Park Recreation Center



**east
TOWN**
MINNEAPOLIS

**EAST TOWN
BUSINESS
PARTNERSHIP**

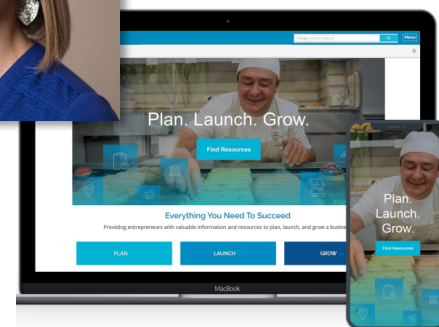
“The Joys and Burdens of Starting and Building a Business in Minneapolis”

October 18, 2018, 11:30am-1:00pm at The Open Book



FEATURE PRESENTER

Jeff Sommers, Co-Owner, Izzy's Ice Cream



SPOTLIGHTS ON RETAIL & BUSINESS SUPPORT

**Rosemary Ugboajah, President, Neka Creative
And, Zoe Thiel, Manager, MPLS Small Business Office**