



**EAST TOWN  
BUSINESS  
PARTNERSHIP**

## 2020-2021 Business Forum Series

People, Place and Possibility During COVID-19

The rapid expansion of East Town, which includes Elliot Park and Downtown East, has surpassed most expectations with more than \$3 billion of redevelopment in six years. Now that large scale events such as the Super Bowl and Final Four are over and everyone is struggling through the pandemic, there is an increased call for businesses to work together with our neighborhoods to bring together people, place and possibility. The people who work and live here are our greatest assets. Does everyone know about and connect in our common spaces? Are we inspired to see the possibilities of growing our community together? These questions will guide our business forum season.

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



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### 2020

#### September 17 | *Downtown Construction Update*

Mpls downtown continues to see investment and development projects, all of which are integral to downtown's vitality. We will hear how the Hennepin Avenue, Water Works, 3rd Avenue Bridge and 35W Orange Line & Southwest LRT projects are all developing. These projects are adding new offerings and enhanced accessibility to downtown

#### October 22 | *Learning from Perennial Disruption Navigators: A Start Up and Entrepreneurial Community Round Table*

The Twin Cities start up and entrepreneurial community lives every day expecting and responding to disruption. This panel moderated by Jacquie Berglund, CEO of Finnegans Brew Co. will serve as both an update on how entrepreneurship has shifted during the pandemic and offer thought leadership about the pivots that innovative business leaders' practice in moments of disruption.

#### November 19 | *Supporting and Rebuilding Hospitality During a Pandemic*

The pandemic has delivered crushing blows to the hospitality industry. This forum will feature owners and operators as well as travel experts as they continue to re-calibrate their industry with courage and innovation.

#### December 15 | *Getting Clarity on the Economics of COVID-19 with the Mpls Federal Reserve*

Got big and pressing economic questions? This shared forum with the MDC will feature a data rich and highly interactive experience led by the Federal Reserve of Minneapolis.

### 2021

#### January 21 | *Women Leading in the Marketplace*

2020 signified the 100th anniversary of the 19th U.S. Constitutional Amendment affirming the right of women to vote. In this forum we will hear from cross-sector executive women speaking to the progress of gender leadership equity in the marketplace.

#### February 18 | *Safety Net Innovators Tackling Poverty and Homelessness*

The social service infrastructure of the Twin Cities has prevented thousands of people falling into street homelessness. And, yet we still have deep poverty and street homelessness in downtown. This forum will feature leading social service executive leaders discussing strategies and policy solutions that seek to change that narrative now and for the future.

#### March 18 | *Introducing the New Thrivent Financial Corporate Building*

A joint business forum with the mpls downtown council celebrating the opening of the new Thrivent Financial Corporate Building.

#### April 15 (Annual Meeting) | *Toward a Greater MSP Region*

This year's Annual Meeting will explore regional development strategies and our district's role in that larger vision. The feature presentation will include executive leadership of Greater MSP, the economic development partnership of the Twin Cities.

#### May 20 | *Water Works! And, What's All This I Hear About the Lock and Dam?*

This shared forum with the MDC will provide a comprehensive overview of the Water Works redevelopment, representing the completion of a 30-year vision for the Mill Ruins Park, the third most popular park in Minneapolis with nearly 3 million visits annually.

#### June 17 | *Introducing Quorum, the LGBTQ+ and Allied Chamber of Commerce*

There are many business associations and chambers across the Minnesota Landscape. Celebrating PRIDE month, this forum will discuss how Quorum is changing the marketplace in some essential ways.