



**EAST TOWN
BUSINESS
PARTNERSHIP**

2021-2022 Business Forum Series

Economic Recovery and the Business Case for Human Flourishing

Recovering from the pandemic will be a multi-year process requiring leadership from every sector of the marketplace. The East Town Business Partnership seeks to be an active convener and connector of thought and action oriented leaders. After listening to ETBP members and the broader community we believe that we need to focus on economic recovery alongside a bold push for diverse, equitable and inclusive strategies. 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 + Hybrid In person options for networking lunches from Noon-12:30pm.*



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2021

September 16 | *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.

October 14 | *The Triple Bottom Line of Businesses and Corporations*

Nearly three decades ago a new movement began amongst corporate leaders to advance a more expansive set of goals deemed as achieving success: "People, Product and Planet." This forum will explore nuances of each bottom line and how ultimately each bottom line is dependent upon the others.

November 18 | *The Re-Invention of Hospitality on a District Scale*

The pandemic has delivered crushing blows to the hospitality industry. This forum will feature owners and operators discussing how the East Town district can more meaningfully advance restaurants, bars and hotels alongside the recovery and re-animation efforts.

December 16 | *Introducing the Minnesota Business Coalition for Racial Equity*

This shared forum with the mpls downtown council will introduce the wide reaching work of more than 80 corporations committed to having company cultures that are anti-racist and work together as a business community to build an equitable, inclusive and prosperous state for BIPOC residents.

2022

January 20 | *The Young Professionals of Minneapolis*

This forum will feature leadership who introduce the work of YPM and their strategies for engaging personal and professional development in the marketplace.

February 17 | *City of Minneapolis Service on Display*

The City of Minneapolis built an innovative new service center building on Government Square. This forum will feature city leaders discussing the features and amenities.

March 17 | *21st Century Design Practices for a Safe and Vibrant Downtown*

The mpls Downtown Improvement District (DID) leverages private resources for public good through sophisticated and award winning activations and interventions in the downtown sector. This forum will feature DID program leaders discussing local and national trends in how downtowns can be safer through program design.

April 14 (Annual Meeting) | *The Elliot Park Arts Quarter*

This year's Annual Meeting will feature the owners and leaders of the Elliot Park Arts Quarter.

May 20 | *The De-Mystification of Green Infrastructure in East Town*

This forum will feature a panel of leaders from the Minneapolis Parks System, utility companies, and the architectural community discussing the wide range of topics that comprise green infrastructure ranging from water and grass to construction and building ratings.

June 16 | *What Does Full Scale Recovery Look Like Now?*

2021 represented the beginning of the end of the COVID-19 pandemic. This forum will feature tourism and hospitality experts discussing the past-present and future perspectives of our reanimation efforts in downtown and East Town.