



EAST TOWN  
BUSINESS  
PARTNERSHIP

November 18, 2021  
[HYRBID: Zoom & In Person at Finnegans]

11:30am Networking + Lunch  
Noon-1:00pm Presentation

## “The Re-Invention of Hospitality on Scale”



**Cyndy Harrison**  
Co-Owner  
Sawatdee



**Jacquie Berglund**  
CEO  
Finnegans



**Mike Noble**  
Innkeeper  
Normandy Inn

# CONGRATULATIONS, VANESSA!



We would like to send best wishes to ETBP Board Member Vanessa Haight as she moves on from her position as Executive Director of Elliot Park Neighborhood, Inc. She has been an invaluable leader in the East Town Business District during her tenure. Her knowledge and experience of Minneapolis neighborhood organizations will be greatly missed on the ETBP Board.



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# 2021-2022 Platinum Sponsors



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WHAT'S HAPPENING  
IN THE EAST TOWN  
BUSINESS DISTRICT?



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.\*



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

**EAST TOWN BUSINESS PARTNERSHIP** **2021-2022 Business Forum Series**  
Economic Recovery and the Business Case for Human Flourishing

### 2021

**September 14** | *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 Black Minnesotans.

**October 12** | *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** | *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.

### 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** | *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 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.



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**EAST TOWN  
BUSINESS  
PARTNERSHIP**

**December 16, 2021**

**[HYRBID: Zoom & In Person at Hilton Canopy]**

**10:30am-11am Networking  
11:00am-Noon Presentation**

## **“Design Practices for a Safe & 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.



**See you in mpls downtown this holiday season:  
Holidazzle to feature in-person moments downtown**

# HOLIDAZZLE

 StarTribune

## Holidazzle to return with in-person holiday fun in downtown Minneapolis

A kickoff celebration took place Wednesday at the IDS Crystal Court.

By Tim Harlow Star Tribune | NOVEMBER 17, 2021 — 2:53PM



MARK VANCEAVE, STAR TRIBUNE

Santa stopped by a Holidazzle kickoff event featuring holiday music and treats Wednesday at the IDS Crystal Court in downtown Minneapolis.

- **November 26 – December 3: Holidazzle Yeti at Peavey Plaza**
- **December 4 & 11: Free Santa Zoom virtual calls**
- **December 17 – 19: Holidazzle in Loring Park:**
  - Friday 5 - 9 p.m., Saturday 2 - 9 p.m., Sunday 11 a.m. - 5 p.m.
  - A free and fun-for-the-whole-family experience complete with seasonal entertainment, Santa, local foods and beverages, holiday shopping from local small businesses, and amusement rides (Ferris wheel, carousel, and a giant slide). Plus, Friday and Saturday feature festive fireworks at 7 p.m.



# Enjoy holiday experiences throughout downtown



- **Holidazzle** moments in Loring Park and Peavey Plaza
- **Anastasia** at the Orpheum Theatre
- **A Christmas Carol** at the Guthrie Theater
- **Toy Story in Concert with the Minnesota Orchestra** at Orchestra Hall
- **Loyce Houlton's Nutcracker Fantasy** at the State Theatre
- **The Dayton's Project: Holiday window displays, The Departments at Dayton's and live musical performances**
- **Holiday lighting** along Nicollet and Peavey Plaza
- **Timberwolves and Vikings** games
- **First-class downtown dining**
- **Fun adventures** for you and yours

# More info + share your experiences on social media



[www.mplsdownatown.com/events](http://www.mplsdownatown.com/events)  
Instagram, Facebook, Twitter: @mplsdowntown  
#mymplsdt

[www.holidazzle.com](http://www.holidazzle.com)  
Instagram: @holidazzlempls  
Facebook: @mplsholidazzle  
Twitter: @holidazzle

An abstract painting featuring two faces. The face on the left is rendered in shades of blue and teal, with a prominent eye. The face on the right is more colorful, with blue, green, and purple tones. The background is dark and textured with brushstrokes.

# BAL ANC ING ACT

Barret Lee +  
Gamut Gallery  
October 22nd -  
November 20th, 2021

# DRINK LIKE YOU CARE

C A M P A I G N

**HELP US DOUBLE IMPACT  
BY BUYING FINNEGANS**

Our beer distributor partners have pledged to donate per case & keg you purchase, from 11/1-12/31, to match FINNEGANS Community Fund donations.

## BRANDS AVAILABLE



For more information, please visit the Finnegans website at <https://finnegans.org/>.

**Winter Market at the Mill City Museum  
November to April Select Saturdays from 10 A.M. TO 1 P.M.**

***Next Market is on Saturday, December 4***



**PRE-ORDERS ENCOURAGED** <https://millcityfarmersmarket.org/preorder/>



<https://uniquelyglobal.net/>

Uniquely Global offers clothing, spices, cosmetics, fabric and statement art pieces for any home. Products offer diverse backgrounds from around the world available for purchase in the heart of downtown. UG Finds are chosen by the Uniquely Global team in their featured country.

Offerings include fast fashion at designer boutique quality, spices you only smell and taste in restaurants, statement art pieces that are handmade and worthy of conversation, and much more.

Uniquely Global's hours of operation are **Monday through Friday, 10 am – 4 pm.**

# Upcoming EPNI Meetings and Events



## **EPNI BLUH MEETING**

**Thursday, November 18, 2021, at 6 p.m., via Zoom**

**Please check the website at [www.elliotpark.org](http://www.elliotpark.org) for meeting details and registration links.**

# Upcoming DMNA Meetings and Events



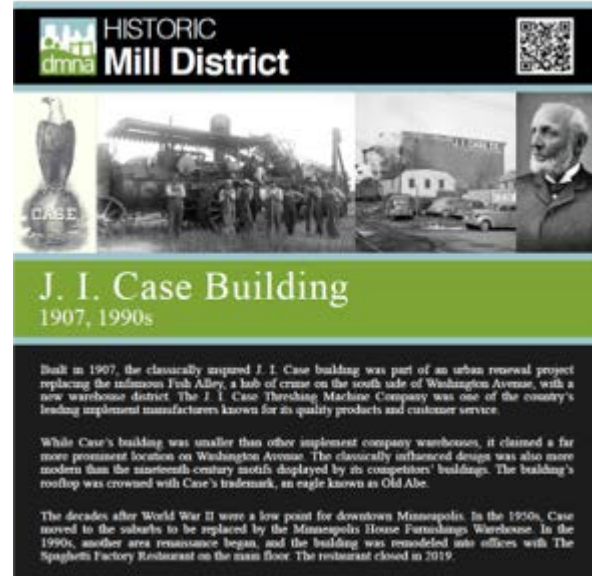
## DMNA LAND USE COMMITTEE

Tuesday, December 7, at 6:00 p.m. via Zoom

## DMNA BOARD MEETING

Next meeting is TBD

Please check the website at [www.thedmna.org](http://www.thedmna.org) for meeting details.



Residents and visitors to the Mill District should now see some new historic building signage on 16 different properties, along 2nd Street, 3rd Avenue, and Washington Avenue.

The DMNA is starting with 16 buildings in the Mill District but will expand to other areas in the Downtown East and Downtown West neighborhoods in the future. Each of the historic signs includes a QR code that when scanned will take you to a page on the DMNA website with more history about the building.



# Elevate Business HC

<https://www.elevatebusinesshc.com/home>

Hennepin County and the Minneapolis Regional Chamber announce the launch of [Elevate Business HC](#), a public-private initiative offering pro-bono services to businesses located in Hennepin County.

The programs included in [Elevate Business HC](#) are designed to support businesses impacted by COVID-19. They include:

- **Technical Assistance:** Professional service providers are available for one-on-one consultations to discuss and find solutions for issues impacting individual businesses in a variety of areas including financing, human resources, technology, and many others.
- **Peer-to-Peer Roundtables:** Reoccurring and facilitated small group discussions segmented by industry and areas of participant interest with a focus on sharing best practices and problem solving.
- **Topic-Driven Webinars:** Industry and subject matter experts will discuss issues facing employers with a focus on workforce needs in remote environments during the COVID-19 pandemic. These include areas like workforce diversification, employee mental health and wellness, insurance policy review, and many more.

Are you a Minneapolis  
small business owner  
or entrepreneur?



Do you need help navigating a City process?

Do you have questions about  
City requirements?

Need support and not sure where to start?

**CONTACT THE**

City of Minneapolis  
Small Business Team  
612-673-2499 (BIZZ)

**[SmallBusiness@minneapolismn.gov](mailto:SmallBusiness@minneapolismn.gov)**

*Staff are available to assist you.*



**Small Business Team**

350 S. Fifth St., Room 301M, Minneapolis, MN 55415  
612-673-2499

For reasonable accommodations or alternative formats  
please contact 311 at 612-673-3000.

People who are deaf or hard of hearing can use a relay service  
to call 311 at 612-673-3000.

TTY users call 612-673-2157 or 612-673-2626.

Para asistencia 612-673-2700 - Rau key pab 612-673-2800  
Hadii aad Caawimaad u baahantahay 612-673-3500.

# Need Help Navigating City Hall with your business questions?

Call the City of Minneapolis Small Business Team  
612-673-2499 (BIZZ)





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