

Focus Area	Tactics	Objectives
CONNECTION AND NETWORKING		
Community events	1 large community event per year (100+ attendees)	Events will connect the East Town community, creating a sense of place
Happy hours	1 happy hour most months	We will provide a regularly scheduled monthly event for members to meet, collaborate, and network while also featuring different member spaces
Beautification projects	1 project per year, starting in 2024-2025	We will give businesses the opportunity to volunteer to make/keep public and community spaces beautiful
EDUCATION AND INFORMATION		
Business Forums	4 in-person business forums per year	Forums will give members the opportunity to connect while learning information specific to East Town and its neighbors
Social media, website, and newsletter	Consistent content, website updates, and useful information for bi-monthly email newsletters	Communications will keep members aware of what is going on in the community, give them opportunities to connect with one another, and give them a platform to share their own events and information.
Lunch and Learn	3-4 virtual lunch and learn sessions per year	60-minute Lunch and Learns will provide opportunities to share information of specific importance to our members, as well as to have opportunities to invite other member organizations such as NuLoop and mdc
COLLABORATIVE PROJECTS AND PARTNERSHIPS		
36 Hours in East Town	Marketing campaign for ETBP website and socials, amplified by event and hospitality partners	36 hours will extend visitor time spent in East Town while promoting ETBP to members. Inclusion in 36 hours plans will be limited to members only.
Parks & Rec event partnerships	Pursue partnerships on existing Parks & Rec activation at the Commons, Elliot Park, and others as appropriate	Partnerships with the Parks and Rec department will increase access to residents and business owners while giving ETBP built-in event opportunities
DMNA/EPNI Partnership Opportunities	Consider partnerships with neighborhood organizations in every appropriate tactic; Support neighborhood-sponsored activities	Partnerships with neighborhood organizations will support the mission of building community while also promoting ETBP to residents.
Hospitality Partnerships	In context of monthly happy hours, partner with hospitality members as hosts	Partnerships will give each member the opportunity to bring awareness and welcome members and others to their space
QR Code Walking Tour/Guidebook		The online walking tour(s) and/or guidebook will be a resource for visitors, businesses, and residents to get to know East Town, increasing its viability as a Minneapolis destination
ADVOCACY AND ORGANIZATIONAL SUPPORT		
Parks & Rec restrooms	Advocate for park restrooms at the Commons	Advocacy for a public service such as restrooms will increase the inherent value of ETBP to the community, as well as build important relationships
Boulevard landscaping and improvement (DID)	Act as liaison between ETBP members, the DID, and public works to understand opportunities for public realm upkeep and improvements	Advocacy for public realm improvements will improve livability and attraction to the community and increase the inherent value of ETBP
Public Safety	Support neighborhood and community organizations, liaison with MPD and Met Transit, and connect and amplify current projects to improve public safety	Advocacy and connection on public safety issues will eventually increase actual and perceived public safety for all of East Town, making it a vibrant destination for visitors and business