



## STRATEGIC GOAL

### Develop new, and enhance existing, festivals and events year-round

Winter in Minneapolis is an experience that must be witnessed firsthand. The city doesn't shut down; instead, it embraces the climate and thrives outdoors.

Minneapolis' Nordic heritage plays a significant role in shaping its winter culture. This influence is evident in the cozy warmth of local saunas, lively winter markets, and beloved events like the Great Northern Festival and Holidazzle. The tradition of saunas offers a welcoming retreat from the cold, providing a unique way for residents and visitors to relax and socialize. Winter markets, inspired by those in Nordic countries, create bustling hubs of activity where people can sample local crafts, foods, and holiday cheer.

These unique offerings amplify Minneapolis' festive winter spirit and enhance the city's appeal as a vibrant and culturally rich winter destination.

Moreover, Minneapolis can leverage its rich cultural heritage and commitment to social justice to create a world-class event that celebrates the enduring legacy of Prince. By transforming his visionary spirit and activism into a multi-day festival, the city can generate significant economic impact, attract visitors, and inspire positive change. Through music, art, and education, this event will foster community engagement, raise awareness of critical social issues, and solidify Minneapolis' reputation as a leader in both arts and activism.

Centering the festival around Prince's legacy will not only honor his incomparable talent but also harness the power of his music to drive meaningful action.

This plan aims to emphasize the drawing power of develop new and enhance existing festivals and events year-round, particularly events that celebrate local arts and culture. These events attract visitors from all over, support small businesses, and inject vitality into local communities during the shoulder season. Critical to the success of these events is the establishment of a sustainable events fund, ensuring consistent, scalable events that drive economic benefits year-round.





# INITIATIVES

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## Events & Seasonal Activities

- a. Establish The Great Northern Festival as a city-wide multi-month program to promote unique winter events and experiences that embrace and celebrate Minneapolis' climate (e.g. Holidazzle, winter markets/ice castles, Winter Jazz Festival, Winter Arts Festival Light show, Sauna Village)
- b. Develop an iconic event that showcases Minneapolis' commitment to social justice by leveraging the community's diversity, arts, innovation, musical heritage, etc.
- c. Establish Minneapolis as the "#1 city for women's sports" (e.g. 2031 FIFA Women's World Cup bid, 2033 Women's Rugby, etc.)
- d. Secure ongoing funding for consistent scalable events and address costs associated with permitting, securing, and staffing public events and festivals

