



STRATEGIC GOAL

Establish Minneapolis as a national leader in equity and reconciliation

The murder of George Floyd catapulted Minneapolis into the global spotlight and placed it at the epicenter of the modern-day civil rights movement.

This pivotal event merged the city's historic racial struggles with its current fight for justice, creating a powerful and enduring legacy comparable to monumental moments like the March on Selma, the Montgomery bus boycott, and the March on Washington.

As Minneapolis continues to learn and heal from the tragedy that unfolded on May 25, 2020, the city is moving toward a path of reconciliation with a renewed focus on solidifying and preserving the cultural legacies that have shaped it. These legacies have laid the foundation for the seven recognized cultural districts (38th Street, Cedar Avenue South, Central Avenue, East Lake Street, Franklin Avenue East, Lowry Avenue North, and West Broadway). With further development and investment, these districts could be not just passing attractions but vital destinations for visitors and residents. They serve as meeting places and are cornerstones of community and cultural exploration.

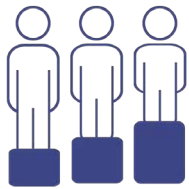
Throughout the engagement phase of this project, stakeholders and residents shared a range of hopes and sentiments for these districts. Many advocated for sustainable funding to enhance and expand organizations like the Midtown Global Market, which directly promotes Minneapolis' economic, social, and cultural assets and supports the community that anchors them. This amalgamation of culture and commerce is a testament that cultural tourism can be a powerful catalyst for equitable community and neighborhood development.

While platforms like Midtown Global Market are essential to strengthen the local economy, there is a demand for formalized tourism readiness training to equip small businesses with the skills and resources needed to thrive, enabling them to offer authentic and enriching experiences to visitors.

Others have expressed a desire to see the districts evolve into cooperative communities "where families of all backgrounds can gather, where kids can play and get help with homework, and have meals together, and social services support is readily available for those who need it". As Minneapolis' cultural landscape continues to broaden, cultivating safe and inclusive communities are paramount to promote a positive quality of life and attract visitors.

Regardless of the sentiment, what remains clear is that Minneapolis has a rich history that needs to be shared. Organizations like Owámniyomni Okhódayapi have done their fair share to drive awareness and tell the story of the land, Dakhóta Oyáte, and Ojibwe who steward it, but there is more to be done.

By establishing itself as a national leader in equity and reconciliation, Minneapolis can both honor its past and pave the way for a brighter, more inclusive future for generations to come. Prioritizing these values enables the city to address historical injustices, foster social cohesion, and build a more equitable and welcoming community for all.



INITIATIVES

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Cultural & Commercial Districts

- a. Build on the existing Cultural District framework to amplify the 7 Cultural Districts and share the city's cultural diversity (African American, Native American, Somali, etc.)
- b. Incorporate tourism-ready training for small businesses incubating at the Midtown Global Market to provide them with education and additional opportunities for exposure
- c. Support the initiatives of Owámniyomni Okhódayapi to develop and promote Native American tourism product
- d. Provide hop-on-hop-off public transportation (trolley, bus, etc.) to make transit from downtown to neighborhoods accessible and prevent traffic/parking congestion in neighborhoods
- e. Advocate for the reinstatement of a bike-share program to aid connectivity and exploration of established biking trails

