Meet Minneapolis Events Calendar Criteria

The Meet Minneapolis events calendar is one of the most popular pages on Minneapolis.org.

We use our website, our social media channels, and our Meet Minneapolis Visitor Center on Nicollet to drive traffic to the online calendar. From concerts and art exhibitions to street fairs and community events, visitors get a clear look at the unique things to do in Minneapolis by visiting the calendar.

This document outlines the criteria we use to select which events to post. We are looking for events that fall into at least one of the following categories:

Large-Scale Event:
The event is known to attract visitors to Minneapolis, with a particular emphasis on events that are large scale enough to prompt an overnight stay. Examples include: major sporting events (USA Gymnastics Olympic Team Trials, NCAA Final Four, Big Ten Basketball Tournament, World Cup cross-country skiing) public shows at the Minneapolis Convention Center, Art-A-Whirl, Twins games, Pride, Basilica Block Party, The Great Northern festival, etc.

Unique Event:
The event is unique and noteworthy, even if it's on a smaller scale. Examples include a concert, theater performance, gallery opening, or special event at a business that may be of special interest to a visitor.

Complimentary Event:
The event works in tandem with a large-scale event. Examples include a Prince cover band or DJs performing around the time Prince Celebration, free bike repair during Minneapolis Bike Week, having an art pop up shop during Art-A-Whirl, etc.

Events that Support Our Organizational Goals:
The event furthers Meet Minneapolis' strategic organizational goals of showcasing diversity, enhancing winter tourism, showing off unique aspects of Minneapolis, and attracting visitors to the city.

Partner Events:
Events that are hosted by partners will be included in the Meet Minneapolis event calendar if they meet aspects of the criteria outlined above. Businesses do not need to be partners to be included in the events calendar.

* Examples of events that do not meet the criteria listed above include: business-to-business (B2B) events, education-related events, fundraisers, sports leagues, religious services, Happy Hour specials, etc.

Updated: June 2023