



STRATEGIC GOAL

Expand and diversify lifestyle experience

Families represent a substantial portion of the tourism market, and their spending power is significant. These travelers often prioritize destinations with diverse experiences that engage all age groups, creating a ripple effect on the local economy. By investing in family-friendly attractions and amenities, cities can capture a larger share of this lucrative market.

Investment opportunities in family travel range from large-scale projects like interactive children's museums to more feasible initiatives like enhancing Minneapolis' parks system. Additionally, the city's strong arts, culture, and dining scene significantly boosts its appeal to families. However, underfunding threatens the sustainability of cultural assets like the Cowles Center for Dance. Consistent investment in nurturing local talent and preserving cultural treasures is essential for maintaining a vibrant arts community and a unique cultural identity.

Minneapolis is already gaining recognition as a culinary destination, with a growing number of James Beard Award-winning chefs and restaurants. Attracting and funding the Michelin Star program would solidify the city's global culinary status. This elevated culinary scene not only benefits food lovers but also contributes to the overall appeal of the city for families.

Minneapolis undeniably boasts a vibrant nightlife scene, anchored by its rich musical heritage and thriving beer culture. The city's iconic venues, such as First Avenue and the Armory, are synonymous with live music, but the spotlight often overshadows local talent. This imbalance hinders the development of new artists and limits the city's potential to cultivate a diverse and dynamic music scene.

While Minneapolis offers a plethora of entertainment options, it lacks a cohesive strategy to maximize its nighttime economy. A Night Economy Manager or Night Ambassador could play a pivotal role in coordinating efforts, addressing challenges, and promoting the city as a premier nightlife destination. This approach has proven successful in other major cities and could significantly enhance Minneapolis' appeal.

The city's robust beer industry contributes substantially to the economy, yet stakeholders express a need for standardized regulations and operational guidelines. Establishing a clear framework for operations and promotion would streamline processes, foster growth, and create a more supportive environment for breweries and bars.

To broaden its appeal, Minneapolis should explore opportunities beyond alcohol-centric nightlife. By expanding offerings to include sober-friendly options, the city can cater to a wider demographic, including the city's significant Muslim population and individuals embracing a healthier lifestyle. This approach can also contribute to a more inclusive and welcoming night-time environment.

By expanding and diversifying Minneapolis' lifestyle experiences, the city can not only attract a broader range of visitors but also cultivate a more loyal customer base. Families, in particular, will be drawn to a destination that offers a variety of activities and attractions, creating a ripple effect of positive word-of-mouth and contributing to the city's reputation as a welcoming and inclusive place.



INITIATIVES

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Family Attractions & Experiences

- a. Develop new experiences and assets to effectively leverage Minneapolis' United Nations Children's Fund (UNICEF) Child-Friendly City designation (Downtown Children's Museum, amusement park, inclusive playgrounds, etc.)
- b. Promote the quality of the city's parks system as a unique local asset for outdoor recreational experiences (accessible to all)

Night Economy

- c. Consider installing a Night Economy Manager / Night Ambassador to allow for a more vibrant, viable, safe, and well managed nightlife environment
- d. Develop a mechanism to allocate resources (through grants, public and private opportunities) to nurture and develop the talent pipeline for local entertainers and musicians, focusing on training programs, mentorship opportunities, and performance platforms
- e. Develop alcohol-free nightlife options to accommodate the city's large Muslim population and visitors living a sober lifestyle
- f. Expand the "Ale Trail" to showcase and promote brewery assets in the city
- g. Work with Metro Transit to extend public transportation service hours to accommodate late-night patrons

Arts & Culture

- h. Advocate for funding sources to support Arts & Culture Impact Fund
- i. Develop a cultural asset map to identify funding needs and product development opportunities
- j. Expand Minneapolis' public art program to ensure there is an equitable distribution of art across the city
- k. Develop a connected self-guided visual and experiential arts and culture "trail"
- l. Promote the award-winning culinary scene and consider initiatives such as vertical urban farms to supply restaurants and Michelin Star designation to raise the city's culinary profile

