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## Downtown Minneapolis Events Highlight Wednesday's Minneapolis Downtown Council 2025 Plan Quarterly Forum

**MINNEAPOLIS (November 8, 2016)** — Vibrant downtowns are full of activities and entertainment, and as part of the Minneapolis Downtown Council's mission to create a consistently compelling downtown experience, events are continuously being added and built upon in our downtown area each year.

As part of [Intersections: The Downtown 2025 Plan](#), its Downtown Experience Committee is working to help build a 24-7 environment for all who live, work, play and explore in the downtown Minneapolis area. On Wednesday at Loring Social (1629 Hennepin Avenue), members of the Downtown Experience Committee will talk about these major initiatives working toward building more and more free and affordable programming throughout downtown. Leaders from The 2025 Plan and a panel focused on downtown experience will discuss the methodology and importance of producing engaging downtown events.

Wednesday's Quarterly Forum begins at 4:30 pm and includes the following speaker lineup:

- **Steve Cramer (President & CEO, Minneapolis Downtown Council & Downtown Improvement District)**  
Welcome & 2025 Plan Update
- **Tom Whitlock (Damon Farber, Downtown Experience Committee Chair)** Update on Downtown Experience Committee Work
- Panel Discussion:
  - **Christopher Lutter-Gardella (Artistic Designer/Improvisor)** Creative City Challenge
  - **Meredith Speier (Founder, InSpeier LLC, AdFed MN Vice President)** Northbest: Ads of Minnesota
  - **Patrick Talty (U.S. Bank Stadium)** East Town & The Commons programming
  - **Joan Vorderbruggen (Director of Public Art and Placemaking, Hennepin Theatre Trust)** WeDo Cultural District programming and initiatives
  - **Andy Warg (Director of Booking, Target Center, Festival Producer, Zombie Pub Crawl)** Zombie Pub Crawl & Warehouse District activity

"Any 21<sup>st</sup> Century City has continuous programming in its downtown area that creates excitement and interest to draw diverse people in," said Steve Cramer, President & CEO of the Minneapolis Downtown Council and Downtown Improvement District. "We have a lot to offer downtown in terms of culture, sports, music, theatre and the arts, and providing programming that highlights our strengths will keep our downtown thriving."

The Downtown Experience Committee has played a role in several key projects over the past five years, including the creation of PARKLOTS, support of the Made Here MN walking art galleries, Northbest: Ads of Minnesota's launch this fall, the Holidazzle Request for Creativity, plus the continued support of MDC's summer programming initiatives (Pianos

on Parade, Go Outside with Hennepin County, Aquatennial and more). Northbest in collaboration with Doug Spong and AdFed MN was recently named [The 2025 Plan Leadership Award recipient](#) for Downtown Experience at this year's [Minneapolis Downtown Council Gala](#) on October 20.

“The Downtown Experience Committee works toward creating an environment that welcomes people coming together in our downtown community,” said Tom Whitlock, chair of The 2025 Plan’s Downtown Experience Committee. “That 24/7 city environment helps people who live, work and play downtown enjoy converging activities and events, which adds to their time spent here. Our committee is passionate about helping create that consistently compelling experience.”

Cramer will also provide updates on *The 2025 Plan’s* remaining five committees, which include Development, Greening & Public Realm, Transportation, Ending Street Homelessness and Minneapolis Idea eXchange.

For more information on *The 2025 Plan’s* initiatives or overall development downtown, follow @MplsDowntown on [Facebook](#), [Twitter](#) and [Instagram](#) using the hashtag #DowntownMpls.

### **About the Minneapolis Downtown Council:**

Founded in 1955, and one of the most historic central business associations in the nation, the Minneapolis Downtown Council (MDC) is a membership-based entity that works to create an extraordinary downtown. The MDC’s collaborative developments of *Intersections: Downtown 2025 Plan* was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit [www.downtownmpls.com](http://www.downtownmpls.com).

### **About the 2025 Plan:**

The [Downtown 2025 Plan](#) is a vehicle to help leaders and citizens build on Downtown’s assets and guide its development in ways that reflect the community’s aspirations for a Downtown Minneapolis that is thriving, livable, green, connected and welcoming in the decades ahead. This includes initiatives to double downtown’s residential population, transform Nicollet Mall into a must-see destination, implement a Gateway connection and other green elements throughout downtown, create a compelling and walkable environment around the clock, lead the nation in transportation options, end street homelessness, forge connections with the University of Minnesota and more. The 2025 Plan is a Minneapolis Downtown Council initiative established in 2010.

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