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## **Explore Downtown Living's Free Residential Tours Return May 21 With New Properties & Exclusive Promotions**

**MINNEAPOLIS (May 17, 2016)** — The Minneapolis Downtown Council and its *Intersections: The Downtown 2025 Plan* Development Committee today announced its [Explore Downtown Living](#) campaign returns this Saturday, May 21 from 10 a.m.-5 p.m. featuring nine new properties and exclusive promotions and giveaways for those who sign up.

The event promotes the opportunities, amenities and central proximity that has led to a 25.2 percent increase in downtown's population over the past 10 years. As the 2025 Plan aims to double the downtown population to 70,000 over the next decade, Explore Downtown Living is a free event that lets people see what it's like to live in the downtown area and see what neighborhood might fit them best.

This May's event will feature 29 residential communities, building on the momentum of last year's two weekends during which Explore Downtown Living facilitated approximately 8,500 residential unit tours. This year's residential communities are scattered throughout the Central Business District, Downtown East/Mill District, Loring Park, North Loop and Northeast. While touring, participants will be able to enjoy specials from 27 different local businesses offering promotions and giveaways (full list below).

"The great success and popularity of Explore Downtown Living last year emphasized the interest people have in moving downtown," said **Steve Cramer**, President & CEO of the Minneapolis Downtown Council and Downtown Improvement District. "We're excited for another round of this event, because it gives people a free opportunity with no obligations to come down, see our downtown area and find the place that works best for them."

Signing up for Explore Downtown Living is quick and easy. Those interested can visit [ExploreDTLiving.com](#), click on the Register link and enter their name and email address. Participants can pick their Field Guide up in advance of Saturday at any Whole Foods location in the Twin Cities, or they can pick theirs up at the first residential community they visit during the event. The Explore Downtown Living Field Guide is each participant's "passport" for touring residential properties and [enjoying the promotions/giveaways](#) at local businesses.

ExploreDTLiving.com has an [online interactive map](#) that shows each residential community as well as free parking locations. Participants can use the map to find their way from their current location to their next residential community or parking location by walking, biking or driving.

"Downtown is no longer only a place to do work—it is becoming a hub for residents who want to be close to incredible dining, shops and entertainment as well as their jobs," said **Jennifer Gordon** and **Brent Webb**, co-chairs of the 2025 Plan Development Committee's Explore Downtown Living taskforce. "At Explore Downtown Living, we invite you to not only see first-hand how downtown's neighborhoods have evolved but to also browse and explore until you find a place you love."

Along with the 2025 Plan's goal to double the residential population, it also includes initiatives that complement achieving that objective including improved greening and public realm, creating a consistently compelling downtown experience and becoming a national leader in transportation options, among others.

Explore Downtown Living aims to showcase the vibrancy and development currently defining an era of growth and prosperity in the core of our city.

Residential communities being showcased at May's Explore Downtown Living include:

4Marq | 222 Hennepin | 430 Oak Grove | 700 Central (Sales Center)\* | Bolero Flats\* | Brunsfield North Loop | Churchill | District 600\* | Dock Street Flats | Edition\* | Eitel Building\* | Junction Flats | LaSalle | Latitude 45 | Laurel Village | Loring Park Apartments | LPM Apartments | Marquette Place\* | The Metro Apartments\* | Mill & Main | Mill City Quarter\* | The Nic on Fifth | One Ten Grant\* | Paxon | Red 20 | Soltva | Third North | VELO | Vue

\*= New 2016 Residential Community

Also, enjoy specials from the following local businesses through Explore Downtown Living:

Alchemy | AlwaysMod | Bizzie Twin Cities | Corner Coffee | Crave | Dunn Bros. Coffee Loring Park | Eggy's Diner | Flirt Boutique | Hell's Kitchen | Isles Bakery | JB Hudson | Jungle Red Salon Spa | Kieran's Irish Pub | Lakes & Legends Brewing Company | The Local | The Loop | Lowry Hill Meats | Martin Patrick 3 | Minnesota Dance Theatre & School | Minnesota Orchestra | Pizza Luce | Red Cow | Rock Bottom Brewery | Stadium Bar & Grill | Taj Salon and Spa | Union | Yoga Fit

The Explore Downtown Living event is produced by the Minneapolis Downtown Council and the Downtown 2025 Plan Development Committee in partnership with Target, VON91, Mpls.St.Paul Magazine, Minneapolis Downtown Improvement District and JB Hudson.

For news and updates on the event, follow the @MplsDowntown on [Facebook](#), [Twitter](#) and [Instagram](#) using the hashtags **#ExploreDTLiving**, **#1MillionReasons** and **#2025Plan**.

#### **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: The 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 [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 Downtown Minneapolis' development. This includes initiatives to double downtown's residential population, transform Nicollet Mall into a must-see destination, 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. For more information on the 2025 Plan and its initiatives, visit [2025plan.com](#), [BeInBusinessDowntownMpls.com](#) and [MinneapolisIdeaExchange.com](#). The 2025 Plan is a Minneapolis Downtown Council initiative established in 2010.

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