



Contacts:

Mark Remme
(612) 656-3824

mremme@downtownminneapolis.com

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2025 Plan Quarterly Forum To Highlight Downtown Community On Tuesday at First Avenue

MINNEAPOLIS (August 15, 2016) — Two of the *Intersections: The Downtown 2025 Plan's* 10 initiatives are to end street homelessness in the City of Minneapolis by the year 2025 while also building a festival of ideas that celebrates and taps into the innovative nature of our city.

Both will be on display during the Minneapolis Downtown Council's 2025 Plan Quarterly Forum on Tuesday, August 16 from 11:30 am – 1:30 pm at First Avenue in Downtown Minneapolis. The event will feature networking, tours of First Avenue pre- and post-event, and a presentation that includes a closer look at the work *The 2025 Plan's* Ending Street Homelessness and Festival of Ideas-Minneapolis Idea eXchange (MiX) committees are currently working on.

Tuesday's Quarterly Forum lineup includes:

- **Joseph Desenclos**, Minneapolis Downtown Improvement District Livability Team Supervisor, Ending Street Homelessness Committee Co-Chair
- **Jennifer Gilhoi**, The Line Magazine Director of Engagement & Development, Festival of Ideas-MiX Committee Co-Chair
- **Steve Cramer**, Minneapolis Downtown Council & Downtown Improvement District President & CEO to provide overview of other four 2025 Plan Committees' progress
- **Out in the Cold** movie trailer focused on sharing an inside look on homelessness in Minneapolis
- **Brave New Workshop** improvisation – What is MiX?

"Ending Street Homelessness in a major city like Minneapolis is a challenging goal, but it's incredibly important and something our 2025 Plan committee is working diligently to address," said Steve Cramer, President & CEO of the Minneapolis Downtown Council and Downtown Improvement District. "Another piece of a vibrant downtown is providing a forum for civic engagement, which is why the Minneapolis Idea eXchange's vision for bringing people together will help with our mission for creating a consistently compelling downtown experience."

The Ending Street Homelessness Committee is currently working on facilitating meaningful daytime activities for those in need in the downtown area, finding innovative ways to help with transportation needs, and creating an education campaign for the public that will help highlight ways to engage in helping our community end street homelessness.

Minneapolis Idea eXchange launched in 2014 and holds an annual event each year that blends culture, stirs thought and kindles solutions through bringing people together and fostering ideas that can power our community. MiX will host its next event on Wednesday, October 12 at Brave New Workshop, and Gilhoi will outline what MiX is and how it can impact our community.

Cramer will provide updates on *The 2025 Plan's* remaining four committees, which include Development, Downtown Experience, Greening & Public Realm and Transportation.

MDC is also currently taking nominations for The 2025 Plan Leadership Awards, which are presented annual to individuals, organizations or initiative that help to move forward The 2025 Plan's goals in six focused areas. To make a nomination, visit www.downtownmpls.com/2025awards.

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.

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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