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FOR IMMEDIATE RELEASE

See new properties, neighborhoods up close at Explore Downtown Living on May 20

MINNEAPOLIS (May 3, 2017) – [Explore Downtown Living](#) returns this month with new properties on display and opportunities to enjoy great deals at local businesses. Discover the heart of the city on Saturday, May 20 from 10 a.m.–5 p.m. in Downtown Minneapolis.

Explore Downtown Living, a product of the mpls downtown council's *Intersections: The Downtown 2025 Plan* Development Committee, is a free event that offers the public a chance to see 23 residential properties without solicitation throughout the Central Business District, East Town, Loring Park, North Loop and Northeast.

This May's Explore Downtown Living will include chances to visit popular residential communities and new properties here in downtown. Among the new residential communities on May 20 include **Encore**, **Maverick North Loop** and **7west**.

Over the span of six dates since its inaugural event in May 2015, Explore Downtown Living has attracted 3,500 guests and offered more than 14,000 residential unit tours in the downtown area. Those interested in participating can sign up free of charge at [exploredtliving.com](#).

"We're seeing continued interest in people moving closer to the city's core, which is a key element of The 2025 Plan's mission to create a vibrant and active downtown community," said **Steve Cramer**, President & CEO of the mpls downtown council & mpls downtown improvement district. "Explore Downtown Living is a great way for people to come down and see all the reasons why living in our city's core is so attractive—close proximity, great dining, incredible entertainment and thriving neighborhoods with amenities that attract Millennials to empty nesters."

Those participating in Explore Downtown Living can enjoy [free parking options](#) at designated locations, and they can find their destinations through an [interactive map](#) on [exploredtliving.com](#). To begin, participants sign up on the website and receive their Field Guide at the first property they visit or at any Whole Foods leading up to Saturday, May 20.

With their Field Guide in hand, participants can tour 23 properties at their leisure while also enjoying approximately [more than two dozen promotions and giveaways](#) from local downtown businesses.

"What makes Explore Downtown Living such a fun event is it offers not only residential exploration but community engagement," said **Brandi Donaldson** and **Jessica Milkes**, co-chairs of the 2025 Plan Development Committee's Explore Downtown Living taskforce. "When you take part in Explore Downtown Living, you really get a feel for what each neighborhood is like and what local businesses have to offer. It's a fun adventure throughout the day."

Along with its goal to double the residential population, The 2025 Plan 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. Those elements are on full display at Explore Downtown Living as participants tour the different areas of downtown.

Minneapolis' central core continues to see its population increase as **9,060** new residents have moved into the five downtown neighborhoods since 2006, a **28.4** percent increase. Downtown's current population is **40,864**.

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

222 Hennepin | 4Marq | 7west* | 700 Central | Bolero Flats | Churchill | Dock Street Flats | Edition | Encore* | Junction Flats | Latitude 45 | Laurel Village | Loring Park Apartments | LPM Apartments | Marquette Place | Maverick North Loop* | Mill & Main East & West | The Nic on Fifth | One Ten Grant | The Paxon | VELO | Vue
* = New 2017 Residential Community

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

Cooks of Crocus Hill | Corner Coffee | Crave | D.NOLO | Eggy's Diner | Fly Feet Fitness | Hell's Kitchen | Isles Bun & Coffee | Jeromeo | Jungle Red Salon Spa | Kieran's | Kisa Boutique | The Local | The Loop | Mercury | Pizza Luce | Pourhouse & Exchange | Red's Savoy | Rosenthal Interiors | Sisyphus Brewing | Stadium Bar & Grill | Union | Whole Foods Market | Yoga Fit

The Explore Downtown Living event is produced by the mpls downtown council and *Intersections: The Downtown 2025 Plan's* Development Committee in partnership with Target, VON91, Mpls.St.Paul Magazine and the Mpls Downtown Improvement District.

For news and updates on the event, follow the @mplsdowntown on [Facebook](#), [Twitter](#) and [Instagram](#) using the hashtags **#exploredtliving**, **#2025plan** and **#mymplsdtd**.

About the mpls downtown council:

Founded in 1955, and one of the most historic central business associations in the nation, the mpls 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 mplsdowntown.com.

About The 2025 Plan:

Intersections: 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 mpls downtown council initiative introduced in 2011.

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