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## **future of downtown retail discussion highlights Wednesday's mpls downtown council 2025 plan quarterly forum**

**MINNEAPOLIS (November 6, 2018)** – Downtown Minneapolis' retail scene continues to evolve, not only due to changing needs for the downtown community but national trends within the industry. Work is being done to help downtown redevelop its retail scene—particularly along Nicollet—using some of the models and philosophies that helped areas like the North Loop thrive.

What is next for the downtown retail community? The mpls downtown council's 2025 plan quarterly forum on **Wednesday, Nov. 7** will tackle this question. The event begins at 4:30 pm at The Dayton's Project's marketing suite, located on the skyway level near the entrance to the skyway the crosses Nicollet between The Dayton's Project and IDS Center. Please **RSVP** to **mremme@mplsdowntown.com** by 12 pm on Wednesday, Nov. 7 if you plan to attend.

Wednesday's quarterly forum includes the following panelists:

- **David Frank**, Director, City of Minneapolis Community Planning & Economic Development
- **Nick Pechman**, President, JB Hudson Jewelers
- **Tricia Pitchford**, Sr. Vice President of Leasing, Mid-America Real Estate
- **Steve Cramer**, president & ceo, mpls downtown council (moderator)

"Downtown's retail scene has changed a great deal over the past two decades due to local needs and national trends," said Steve Cramer, president & ceo of the mpls downtown council and Mpls Downtown Improvement District. "Work is being done to help revitalize retail in our central core—along Nicollet in particular. Not only will incredible re-investments like The Dayton's Project help influence downtown's retail future, but a shared commitment to marketing, outreach and communication about the overall experience downtown offers will make an impact in the years to come."

Presenters will address several key initiatives going on downtown, including:

- **Current state** of downtown retail and **work being done** to help attract new tenants
- Perspective from a distinguished retail business and **how their model can apply** along Nicollet

- Why **The Dayton's Project** building was so attractive to redevelop
- **Importance of downtown vibrancy** to the retail scene
- How existing downtown community can help **amplify and drive retail success**

David Frank, who co-chaired the mpls downtown council's 2025 plan retail task force, will also give a presentation focused on the findings of the retail task force and next steps in revitalizing the retail scene along Nicollet.

Transwestern Principal Erin Wendorf will address the group about The Dayton's Project at the Quarterly Forum. Steve Cramer will also provide updates on progress and initiatives from the 2025 plan, including news from the most recent Explore Downtown Living event, a new website ([www.mplsgivechange.com](http://www.mplsgivechange.com)) focused on helping those experiencing homelessness, and more.

For more information on The 2025 Plan's initiatives or overall development downtown, follow @mplsdowntown on Facebook, Twitter and Instagram using the hashtags **#mymplsdt**, **#mplsdowntown** and **#2025plan**.

#### **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](http://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 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](http://2025plan.com), [beinbusinessdowntownmpls.com](http://beinbusinessdowntownmpls.com) and [minneapolisideaexchange.com](http://minneapolisideaexchange.com). The 2025 Plan is a mpls downtown council initiative introduced in 2011.

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