



## 2025 plan strategic vision

Today's 21st Century Cities have strong and vibrant downtowns. The 2025 Plan brings the community together to ensure Minneapolis remains competitive and thriving today, tomorrow and in the decades to come. That includes public, private and non-profit businesses, residents and stakeholders alike working as one.

The 2025 Plan has 10 core initiatives and six committees that focus on downtown development, greening and public realm, downtown experience, transportation, ending street homelessness and launching a festival of ideas. As part of the development initiatives, the 2025 Plan's volunteers are working to double the downtown residential population, maintain a thriving business community conducive to attracting and retaining talent, ensuring a vital retail scene and more. These initiatives work hand-in-hand to create a flourishing downtown environment for those who live, work, play and explore here. Read the full 2025 Plan at [mplsdowntown.com/2025plan](https://mplsdowntown.com/2025plan).

While many of the 2025 plan's goals remain highly relevant to today's downtown, it is also time to prepare for what comes next by laying the ground work for new planning. Key areas include staying vigilant in work that attracts and retains workers, businesses and residents, collaboratively building diverse and inclusive opportunities, focusing on enhancing greening and transit options, supporting major events, building pathways for retail growth, and working toward ending street homelessness.

### 1 double downtown's residential population

With the goal of 70,000 by 2025, we're already 71% of the way there.

### 2 transform nicollet into a "must-see" destination

### 3 build gateway connection

### 4 create a consistently compelling downtown experience

Events like Aquatennial, Holidazzle, Go Outside with Hennepin County and Pianos on Parade paired with Nicollet and Commons activations to keep downtown extraordinary.

### 5 build a new vikings stadium

Mpls was proud to host the 2019 NCAA men's basketball Final Four at U.S. Bank Stadium.

### 6 lead the nation in transportation options.

### 7 create and sustain a green infrastructure showcasing the riverfront

WaterWorks broke ground in 2019 and will enhance the Mississippi Riverfront experience.

### 8 forge connections to the university of minnesota

Supported YA and Carlson School of Management's Ignite Marketing Conference again in 2019 under Forge connections to U of M.

### 9 end street homelessness

### 10 launch a festival of ideas and civic engagement

