



UPTOWN ASSOCIATION

Who we are...

The Uptown Association's mission is to improve the economic vitality and sustainability of Uptown through programs, promotions and partnerships within the community.

We go above and beyond

COMMUNICATION

- Emergency text alert system
- Safety meetings coordinated with the 5th Precinct
- New business openings and specials
- Events and opportunities
- City of Minneapolis important information

SOCIAL MEDIA **18k** **FOLLOWS**

EMAIL **16k** **CONTACTS**
MARKETING



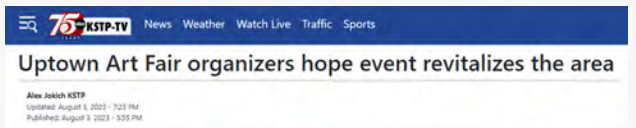
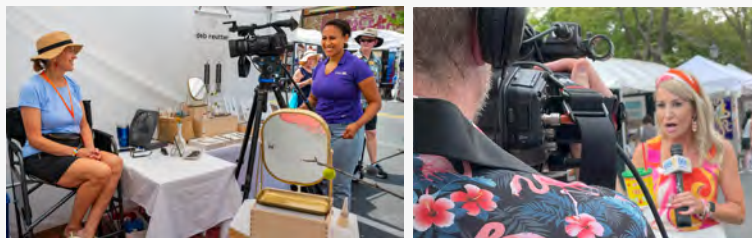
We get it going

EVENTS



The first weekend of August, the 59th Annual Uptown Art Fair drew tens of thousands of visitors, who flocked to Uptown to purchase art, savor delicious cuisine, and bolster local businesses. The 2023 event revitalized the community, reigniting a palpable sense of enthusiasm and vitality.

Over 15 Television and Print News Stories featured the 2023 Uptown Art Fair



FEB 2023 *Made in Minnesota*



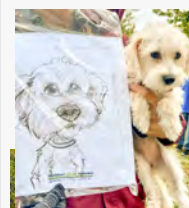
Celebrating more than 20 Minnesota made craft spirits
attendance: 300

MAY 2023 *Spring Into Uptown*



A block party celebrating multi-cultural traditions, food, and fun.
attendance: 8k

OCT 2023 *Uptown Dog Fair*



Dog vendors, caricatures, activities and give-aways
attendance: 3k



We keep innovating

ACTIVITIES, PROMOTIONS & PROGRAMMING

- Small Business Saturday Stroll
- Sip n' Shop Events
- Beautification and art murals
- Community Clean-up
- Partner with local stakeholders and organizations
- Uptown marketing campaign

Beautification Projects



Uptown Restaurant Coasters



Uptown Holiday Ornament Promotion



Black Walnut Bakery and Café opened its doors on November 1, 2019, located in the heart of Uptown Minneapolis. Sarah Botcher, the owner/baker, has always had a love for baking and dreamed as a child of owning a bakery and living in an apartment upstairs. That vision ebbed and flowed throughout her life and it was a trip to France in 2012 that sparked the inception of Black Walnut. Connecting with people for her is such an important part of the equation of running a meaningful and successful business. Sarah's baking and life tip, in her words, "Mistakes are part of the process of learning how to bake. Just don't repeat the same mistake twice. Same is true in life."

SARAH BOTCHER

BLACK WALNUT

BAKERY

3157 HENNEPIN AVE S. | WWW.BLACKWALNUTBAKERY.COM

LOCAL
SHOP
EAT
SPEND
ENJOY

U UPTOWN ASSOCIATION

www.UptownMinneapolis.com



We are focused where it matters

Ensuring a safe and clean Uptown remains a paramount concern for our community. We work in close collaboration with the City of Minneapolis and the 5th Precinct, actively disseminating information, facilitating constructive dialogues, organizing meetings, and supporting initiatives such as improved lighting and community-wide surveillance cameras.



We give back

Our unwavering commitment to Uptown drives us to consistently strive for excellence. A significant portion of the funds generated from our sole fundraiser, the Uptown Art Fair, is reinvested directly into our community.



We organize and create partnerships



UPTOWN MINNEAPOLIS BUSINESS IMPROVEMENT DISTRICT

The Uptown Association (UA) is undertaking a study to transform from Special Service Districts (SSD) into creating a Business Improvement District (BID) for the Uptown and Hennepin Ave. corridor.

WHAT ARE THE ADVANTAGES OF A BID OVER SSD?

An SSD has limitations on what the taxed monies can be used on. Unlike an SSD, the board of a BID can direct dollars to crime prevention activities, marketing/pr activities and a BID also allows business leaders to identify and advocate for the needs of their specific community. The goal in converting the Uptown business area from SSD to a BID is to assist the business community in being able to do more than maintenance of the sidewalks and area with the tax dollars they pay which are earmarked for SSD.

WHY CREATE A BID?

- Create a cleaner, safer, and more attractive district
- Create a reliable source of funding for supplemental services and programming
- Respond quickly to changing needs of the business community
- Build the potential to increase property values, improve sales, and decrease vacant properties
- Help the district compete with nearby retail corridors and business centers
- Dedicated person to oversee initiatives

-- COMING IN 2024 --

UPTOWN ART EXPERIENCE

In honor of the 60th annual Uptown Art Fair and considering the spatial constraints imposed by the 2024 Hennepin Avenue reconstruction, we are excited to announce an expanded event that will transform into a multi-day art immersion, welcoming public participation for all.

- Interactive Immersive art installations located in several locations around Uptown
- Traditional art exhibited in public spaces and venues of all kinds with cash awards voted on by the public
- Multi-day events and celebrations

UPTOWN MUSIC FESTIVAL

As our community welcomes the vibrant resurgence of its music scene, marked by the arrival of the Uptown Theater and other music venues, UA is poised to take the lead in crafting an official musical event in the fall of 2024. This event will serve as a spirited celebration of this renaissance.

We enthusiastically embrace Uptown's promising future, steadfast in our mission to champion its dynamic and constantly evolving community and unlock its full potential. Sustaining this positive growth demands the collective commitment of businesses, residents, and visitors alike. We invite you to join us in this endeavor!

www.UptownMinneapolis.com

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*The Uptown Association is a 501c(3) organization

