

Reasons to support & join

UA UPTOWN ASSOCIATION

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

Uptown Association took the lead during the pandemic and civil unrest to work directly with MPD and businesses.

- Assisted with damage/police reports
- Plywood installation help
- Clean-up Efforts
- Handed out gift cards for supplies
- Communicated Safety Updates,
- Created a text alert system
- Weekly Zoom check-in meetings
- Coordinated over 50 plywood mural paintings.



We organize and we represent

We took the lead to support and organize businesses and stakeholders in our push-back of the Hennepin Avenue Reconstruction project to ensure city leaders were hearing business concerns and issues with the project, leading to a better outcome.

- Organized Meetings between businesses with: City Leaders and Public Works
- Communicated with businesses and residents
- Formed petition to demand a multi-use design
- Created and distributed signage



We give back

We always strive to do our best for Uptown, and we directed a portion of the funds raised from our sole fundraiser, the Uptown Art Fair, directly back to the community. Canceling the Art Fair in both 2020 and 2021 hurt our organization but we continue to push forward and support Uptown.



We get it going

This past August, the 58th Uptown Art Fair returned, and we enjoyed the benefit of a great deal of positive press for the Uptown area, a well-needed boost for our community. The Uptown Association will continue to strive to fulfill our mission, to improve the economic vitality and sustainability of Uptown through programs, promotions and partnerships within the community which bring people back to the area and improve the Uptown business community.

Businesses hope return of Uptown Art Fair reinvigorates area

Alex Jankich KSTP
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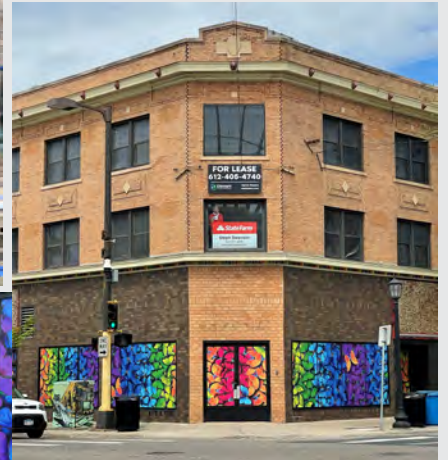
Over 15 Television News Stories featured the 2022 Uptown Art Fair



We keep innovating

In addition to bringing back the Uptown Art Fair in 2022, we are also creating new events and projects for Uptown including:

- Spring Into Uptown: A Multi-Cultural Celebration May 7th 2022
- Beautification window cling project - ongoing
- Uptown Dog Fair, October 2021 and 2022
- October 2022 Uptown Restaurant Coasters
- And more to come!



We are focused where it matters

We are working on several safety initiatives, including videos and information from safety experts which will be available on our website, and a potential Safe Zone location near Lake & Hennepin to support law enforcement efforts. And we are working on the revitalization of Uptown with several key initiatives such as coordinating the efforts of commercial brokers working in the area, and a potential redo of Hennepin between Lake & 31st.



We need your help

Thank you for the funding from our current 80+ of our member/partner organizations. Additional funding is strongly needed, due to increased expenses at this year's Art Fair and to support our additional communication, safety, and revitalization efforts.

Thank you for your support and for being a valued partner. We are grateful and look forward to partnering with you and other Uptown businesses!

Contact:

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

















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COMMUNITY PARTNER PROGRAM

<i>DESCRIPTION OF BENEFITS</i>	BRONZE \$250	SILVER \$350	GOLD \$650
Home page banner logo, link, and ad on the Uptown Association and Uptown Art Fair website: www.uptownminneapolis.com (300 x 250px)			
Uptown Art Fair – Distribution of provided materials at Information Booths			
Digital distribution of information/opportunities to residential apartments and neighborhood organizations			
Graphic Design assistance/creation – ads, signage, and other needs for your business			
Promotional Eblasts and Social Media posts for businesses/organizations (10k email list, 5k social media followers)	3 PER YEAR	3 PER YEAR	5 PER YEAR
Uptown Art Fair – Discount in participation of interactive map (logo, pop-up information)			FREE
Inclusion of other marketing opportunities throughout the year (co-op ads, participation in other programming and events)			
Inclusion of Community Partner on website list including link			

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