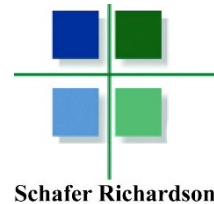


Executive Director's Report
October 5, 2021
GENERAL MEMBER MEETING [HYRBID]





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The North Loop Root
District: art. food. culture



The Black Market + Event
Curator George Shannon!



Documentary: DID
Ambassadors |...



TRAILER: DID Ambassadors
| Hospitality Embodied



TRAILER for Short
Documentary "Poverty for...



Axebridge Wine Co Opening
in the North Loop (TEASER)



FlexPass Commuting Study

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About the Study

FlexPass Commuting Study

FlexPass is an innovative monthly parking option for the ABC Ramps that seeks to better meet the needs of a modern commuter. With FlexPass, you may save money on your commute by paying for fewer days of guaranteed parking, using transit, or telecommuting. The University of Minnesota seeks participants to join a research study to help evaluate FlexPass for commuters this fall, September–December 2021.

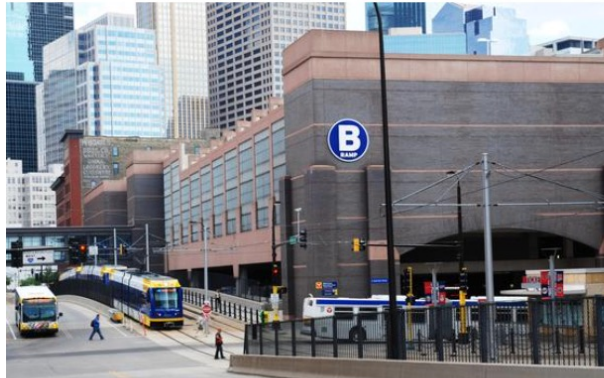


Photo: Metro Transit

Who can participate?

Anyone interested in purchasing a parking contract at ABC Ramps, 18 years or older, can participate in the study, including existing ABC Ramps contract holders. People who currently own a parking contract at a city-owned and -operated ramp are not eligible to participate in the study.

<https://flexpass.umn.edu/>

FlexPass Contract Options

FlexPark: Parking Only

- Pay a reduced price for fewer days of parking.
- 14 days per month of guaranteed parking
- \$95 per month

FlexPlus: Parking & Transit

- Pay a reduced price for combined transportation options
- 14 days per month of guaranteed parking
- Unlimited transit from Metro Transit
- \$125 per month

Both options include In-and-out privileges on days you park.

Why Participate?



Contribute to research

Help researchers investigate strategies to improve commutes, while reducing congestion and pollution in the Twin Cities. We need your help to find out if FlexPass is part of the solution.



Save money

FlexPass costs less than a standard monthly parking contract at ABC Ramps, plus you'll get up to \$100 via an electronic Amazon gift card for completing daily trip surveys part of the study.



Park when you need it

Get guaranteed parking in the ABC Ramps for just 14 per month, just over 3 days per week. Use other transportation or work-from-home for the remaining days per week.



Get unlimited transit

Take the bus or light rail as often as you want, weekdays and weekends, and get discounted fares on Northstar.

Latin Caribbean tapas restaurant coming to Minneapolis' North Loop

Sep 16, 2021, 10:42am CDT

Chef [Pedro Wolcott](#) has lived and traveled all over North and South America, and he plans to apply the wide-ranging culinary skills that he's picked up along the way at his new Latin Caribbean tapas restaurant in Minneapolis' North Loop neighborhood.

Wolcott and partner [Giancarlo Quintero](#) just signed a lease at 337 N. Washington Ave. in the Dock Street Flats building, where they plan to open Guacaya Bistreaux next March.

Guacaya Bistreaux will focus on Latin Caribbean cuisine with a New Orleans twist. Its menu will showcase about 10 tapas, such as ceviches, arepas and boudin balls, plus about five entrees that are still meant to be shared, including whole fried fish, jerk chicken and grilled steak. The restaurant will serve cocktails created by



GROUP BALBOA

Chef Pedro Wolcott plans to open Guacaya Bistreaux in the North Loop next March.



Tapas Anyone? Latin Caribbean Restaurant Opening In 2022

September 16, 2021

The good news just keeps coming for the North Loop's restaurant scene. We're about to get a brand new Latin Caribbean tapas restaurant and bar with the opening of **Guacaya Bistreaux** at 337 North Washington Avenue in March.

It will be co-owned by North Loop resident Pedro Wolcott who promises to add some New Orleans creole and cajun influences to his tapas and shareable entrees.

The 2,800 square foot space, previously occupied by Dunn Brothers Coffee and Lolé Clothing before the pandemic hit, will have seating for about 90 people inside and as many as 60 outside.

Wolcott told **Minneapolis/St. Paul Business Journal** that the new restaurant will help introduce new cuisines to the neighborhood. "We think Guacaya Bistreaux is perfect for the North Loop. There's no tapas, there's not a Latin Caribbean restaurant here," he said. "We feel that that's a good fit for the neighborhood, to bring something different, something colorful, something vibrant, and we feel like this is the perfect place for that."

You can check out some mouthwatering images of the types of food they'll be serving on their [Instagram page](#).

By Mike Binkley, North Loop volunteer



[ABOUT](#) [RESTAURANTS](#) [BAR](#) [EVENTS](#) [CONTACT](#)

HOW DOES NORTH LOOP GALLEY WORK?

North Loop Galley is a food hall and restaurant accelerator featuring multiple unique restaurant concepts. Chefs operate their restaurants rent-free and fee-free for their entire stay with us. Galley Group collects 30% of the top line revenue and in turn provides all marketing, advertising, equipment maintenance, space upkeep, and utility costs. Galley Group additionally supports the chef-owners in building their brands and encourages their future success in the industry by providing them with the resources to thrive within our walls and beyond.

HOW DO YOU SELECT THE CHEFS?

WHAT DOES A CHEF NEED TO BRING "TO THE TABLE"?

WHERE IS NORTH LOOP GALLEY LOCATED?

DO YOU HAVE PARKING?

WHAT ARE NORTH LOOP GALLEY'S HOURS OF OPERATION?

ARE YOU DOG FRIENDLY?

DO YOU TAKE RESERVATIONS?

DO YOU HOST PRIVATE PARTIES AND EVENTS?

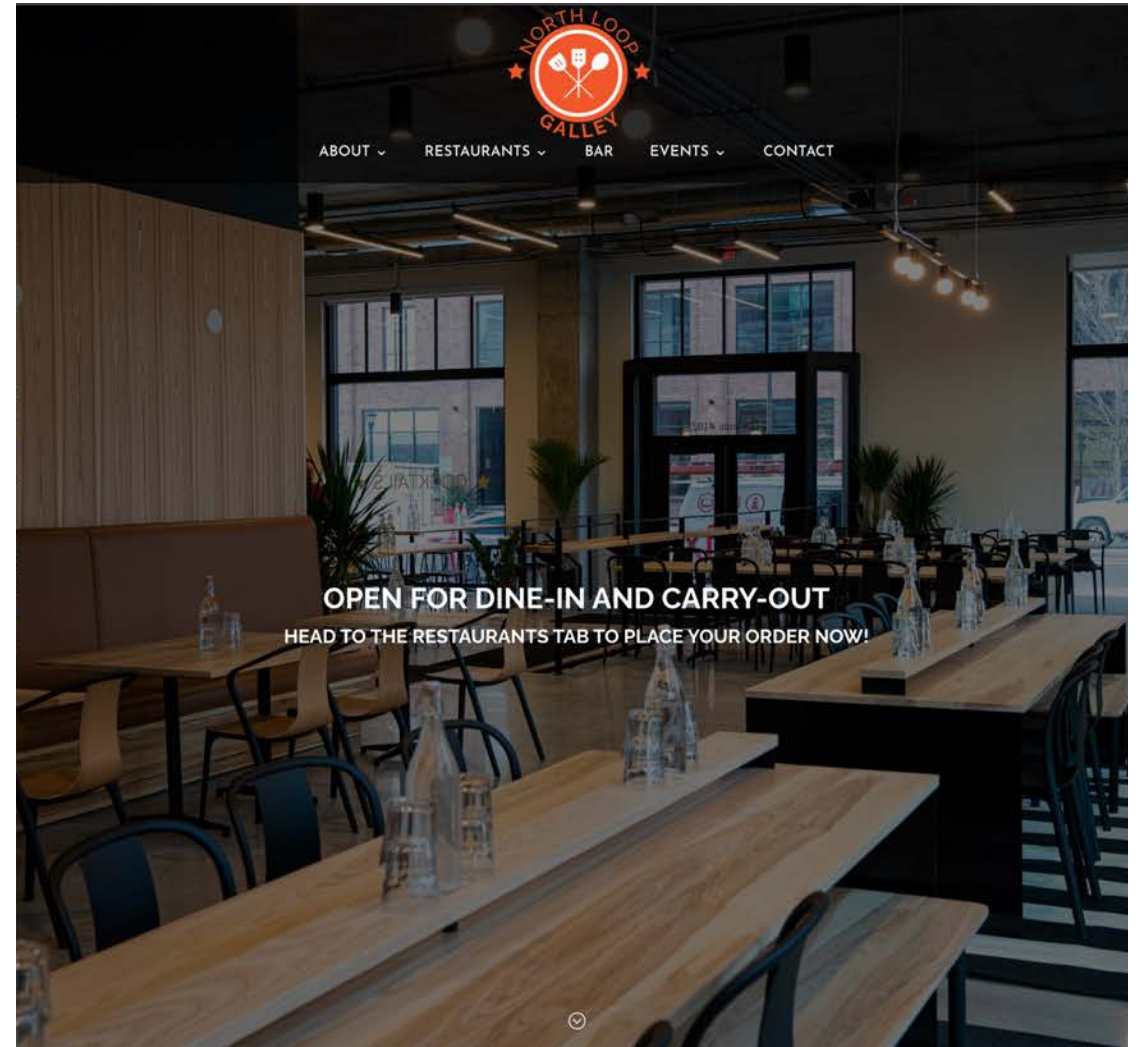
DO YOU HAVE A CORKAGE FEE?



729 N Washington Avenue
Minneapolis, MN 55401
(612) 354-7450

HOURS

Tuesday - Thursday: 11:30 am - 9:00 pm
Friday & Saturday: 11:30 am - 10:00 pm
Sunday: 11:30 am - 9:00 pm





New Tex-Mex Restaurant Here Will Be Trans Woman-Owned

September 23, 2021

When her restaurant, **MB Foodhouse** opens inside the North Loop Galley in early November, Kristen Martinez hopes to introduce Minnesotans to Tex-Mex food unlike any they've ever tried.

She, after all, is unlike any restaurateur you've ever encountered: a Trans Woman of Color, forced by a pandemic to take a break from touring with her noise rap band and open a restaurant that's developed a cult following in south Minneapolis.

MB Foodhouse will have a **menu of tacos, carnitas and taquitos**—the type her Mexican-born grandmother and mother made in her hometown of El Paso, Texas—as well as rib tips and chicken wings.

"I'm Mexican and Black," Martinez said, "so you'll see a little bit of that Black southern kind of culture coming in with the barbecue."

For Martinez, representation is an important part of the business. "We wanted to focus on having a space that was not in the buzzword type of 'inclusion' but in the literal type of inclusion where I'm the face of the business and it's more comfortable for people that are maybe LGBTQ or POC to come into an establishment where they can see people that look like them."

Martinez's band, **Moodie Black**, had its tour schedule wiped out by the pandemic in 2020.

To make money, she started a pop-up restaurant based out of her home, then moved this year into an unused section of a coffee shop at 34th and Lyndale Avenue South. But without a full kitchen there, she had to cook the food in a commissary in Northeast Minneapolis and drive it to the coffee shop each day.

During a recent trip to the North Loop Galley (she's a Wrecktangle Pizza devotee), she asked about the open space and was able to strike a deal with the owner.

"We just make food that we love and that we have in the Southwest that you don't see at Mexican spots in the Cities often. There are a lot of great Mexican places here but they're not Tex-Mex style. Tex-Mex is very different."

On weekends, MB Foodhouse will offer breakfast bowls and breakfast tortillas. It's tentatively set to open on November 8th.

By Mike Binkley, North Loop Neighborhood volunteer



Butcher & The Boar's New Location In The North Loop

September 14, 2021

The new owners of Butcher & The Boar restaurant just announced that they've found a new home: in the North Loop's **Bassett Creek Business Center** on 3rd Street North.

Butcher & The Boar, which used to be at 12th and Hennepin downtown, is now owned by Jester Concepts which already operates Borough and Parlour in the North Loop.

In a **Star Tribune** article, Jester Concepts owner Brent Frederick is quoted as saying, "We really wanted to find the neighborhood that was the right fit. Right now, the downtown core is ailing a little bit, not everyone is back to work, it's a little empty, so we wanted to find the right pocket."

The **Minneapolis/St. Paul Business Journal** said the new restaurant space will be designed by the well-known firm, Shea. "We'll be keeping the soul of the original brand — fine-casual with fire at its heart," Shea Design Director Cori Kuechenmeister said in a statement. "We'll help create an energetic bar, dining room and dynamic patio scene, offering guests different experiences under one roof."



City Council Candidate Forum

September 14, 2021

Hear from our Ward 3 City Council candidates.

A moderated discussion / debate



Meet **Minneapolis**
City by Nature

THE STATE OF THE MINNEAPOLIS TOURISM AND HOSPITALITY INDUSTRY

Focus: Sales and Services Update

Meet Minneapolis Monthly Partner Webinar Series
August 25, 2021

PUBLIC AFFAIRS UPDATE

Minneapolis Election: Tuesday, November 2 – Two-year terms

Three charter amendments – language being decided

1. Public Safety Charter Amendment – Petition – YES4MINNEAPOLIS
2. Government Structure Charter Amendment – Charter Commission
3. Rent Stabilization Charter Amendments – City Council

New Department of Arts and Cultural Affairs – no funding measure

- Promoting the city as a center for arts and culture.
- Fostering Minneapolis' arts and culture assets.
- Advancing cultural equity, equality and inclusion.
- Developing and implementing arts and culture programs and initiatives to encourage greater participation in, and increased public access to, arts and culture in Minneapolis.

PUBLIC AFFAIRS UPDATE

Minneapolis Election: Tuesday, November 2 – Two-year terms

Early voting begins on September 17

Three charter amendments on the ballot

1. Public Safety Charter Amendment – Petition – YES4MINNEAPOLIS
2. Government Structure Charter Amendment – Charter Commission
3. Rent Stabilization Charter Amendments – City Council



DESTINATION SALES UPDATE

SALES UPDATE
BRENT FOERSTER, SVP
DESTINATION SALES
MEET MINNEAPOLIS

SPORTS UPDATE
MATT MEUNIER, DIRECTOR
SPORTS MINNEAPOLIS



THE NEXT 90 DAYS – DELTA VARIANT LOCAL IMPACT

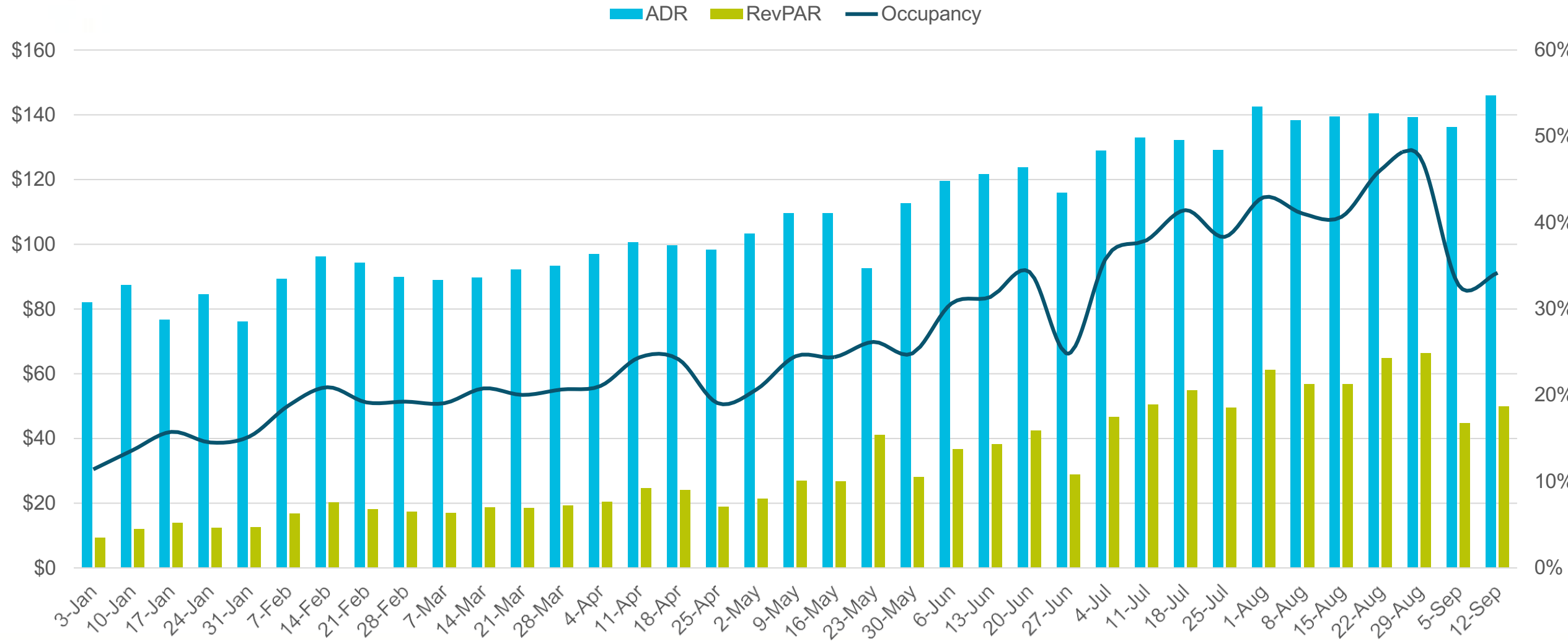
- Meetings in the next 30 to 60 days going virtual
- Effecting corporate meetings and travel the most
- Hold on decisions for future meetings, conventions and events which is affecting future pace
- 2022 Group pace remaining strong
- Leisure groups and sporting events are pushing forward
- Leisure travel continues to grow with events returning





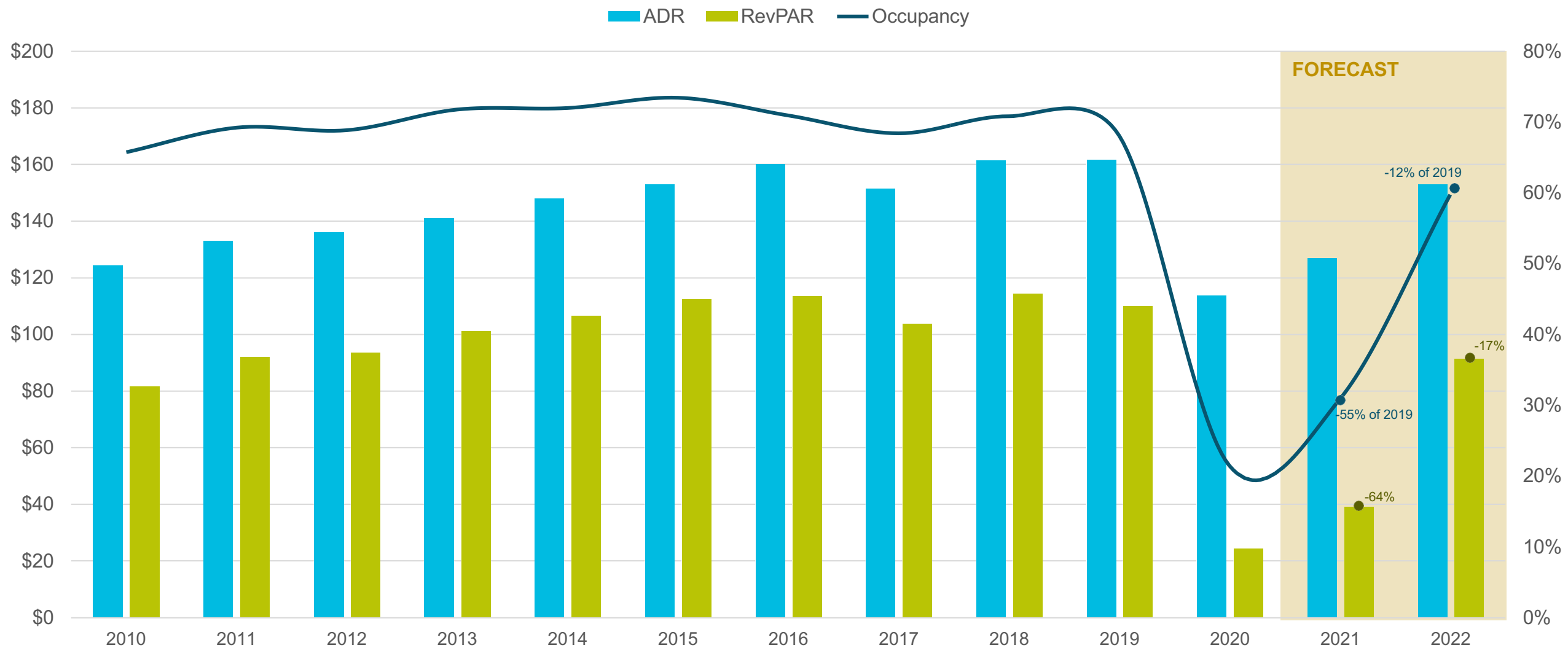
Meet **Minneapolis**
City by Nature

WEEKLY HOTEL PERFORMANCE





STR MINNEAPOLIS HOTEL FORECAST





SUMMARY

- We are continuing to see incremental gains in our hotel performance driven by leisure travelers
- Despite increases, our occupancy and RevPAR are at less than 50% of our pre-pandemic levels and not expected to start reaching recovery levels until the end of Q1 next year and will not fully recover to 2019 levels in 2022
- If our 2022 groups hold, that will help push our recovery as a destination, but future years are a concern for long term recovery outlook
- The Delta variant and lack of workforce will remain two of the largest threats to our recovery efforts





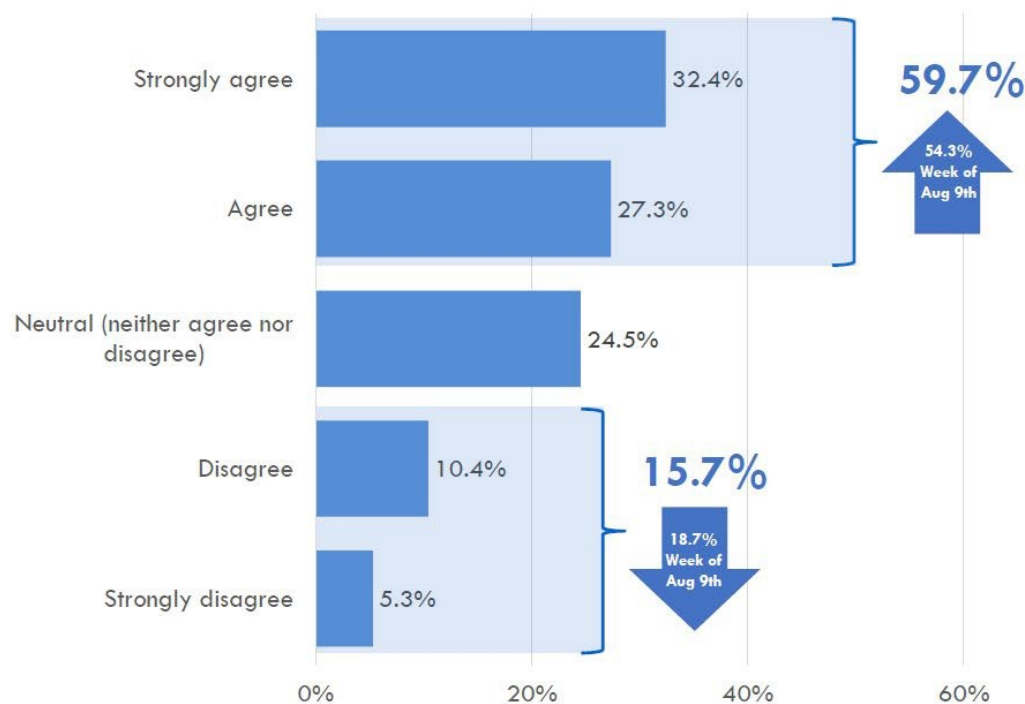
Meet **Minneapolis**
City by Nature

59.7% SAYING THAT THE COVID VARIANT IS MAKING THEM LESS INTERESTED IN TRAVEL

CONCERNS ABOUT THE DELTA VARIANT

Question: Recent news about increasing “Delta Variant” cases make me less interested in traveling right now.

(Base: Wave 72 data. All respondents, 1,212 completed surveys. Data collected August 18-20, 2021)

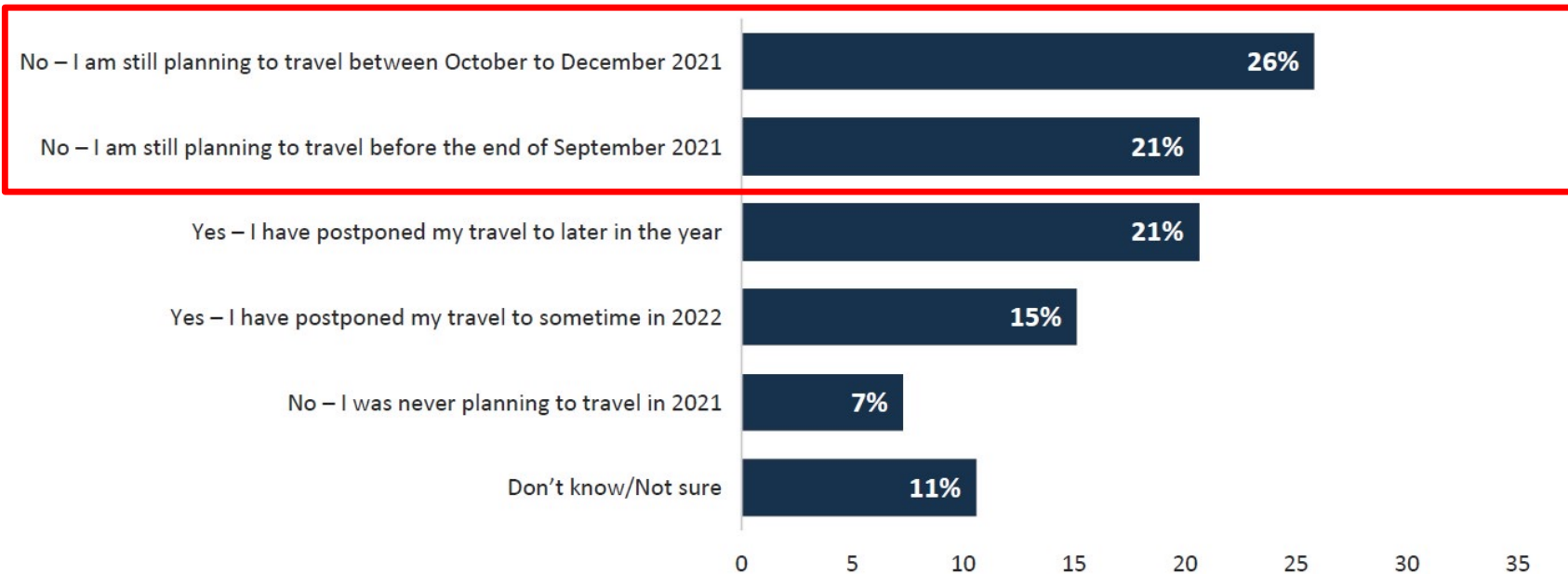




47% SAYING THAT THEY STILL INTEND TO TRAVEL THIS YEAR – 36% HAVE POSTPONED

IMPACT ON TRAVEL PLANS

Has the spread of the new Delta variant of COVID-19 over the last few weeks impacted your travel intentions for the rest of the year?





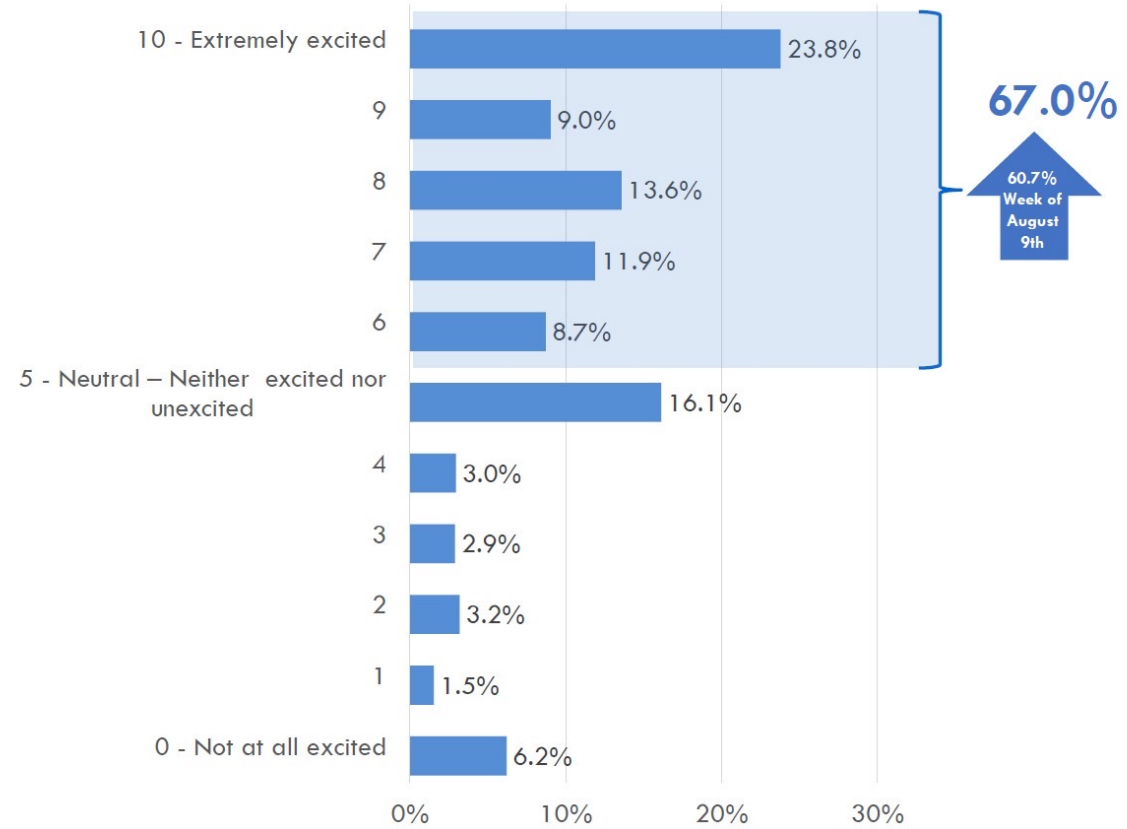
EXCITEMENT FOR LEISURE TRAVEL RIGHT NOW, HOWEVER, ACTUALLY ROSE TO 67.0%

EXCITEMENT TO TRAVEL NOW

Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month.

How excited would you be to go? (Assume the getaway is to a place you want to visit)

(Base: Wave 72 data. All respondents, 1,212 completed surveys. Data collected August 18-20, 2021)



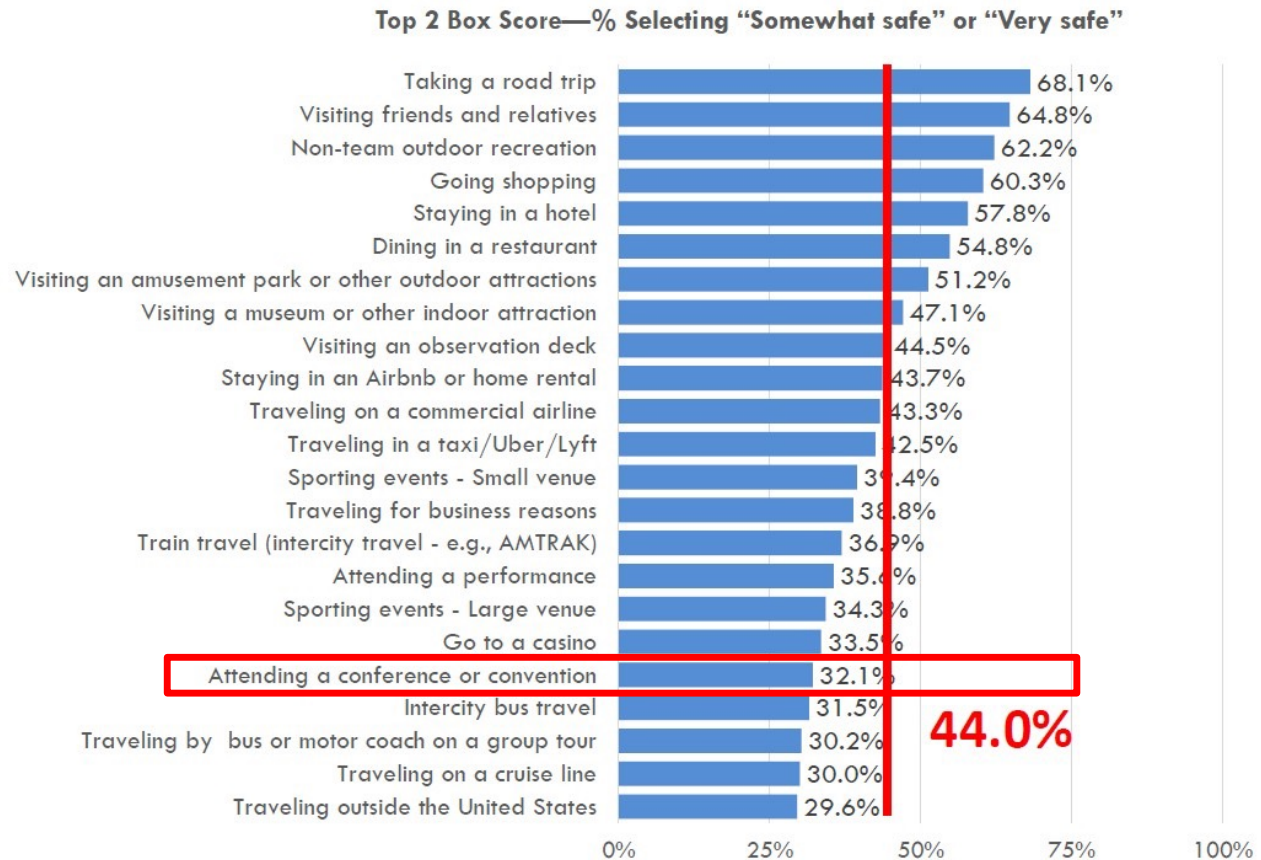


ATTENDING A CONFERENCE OR CONVENTION CONTINUES TO FEEL UNSAFE (32.1%)

FEELINGS OF SAFETY BY TRAVEL ACTIVITY

Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Wave 72 data. All respondents, 1,212 completed surveys. Data collected August 18-20, 2021)



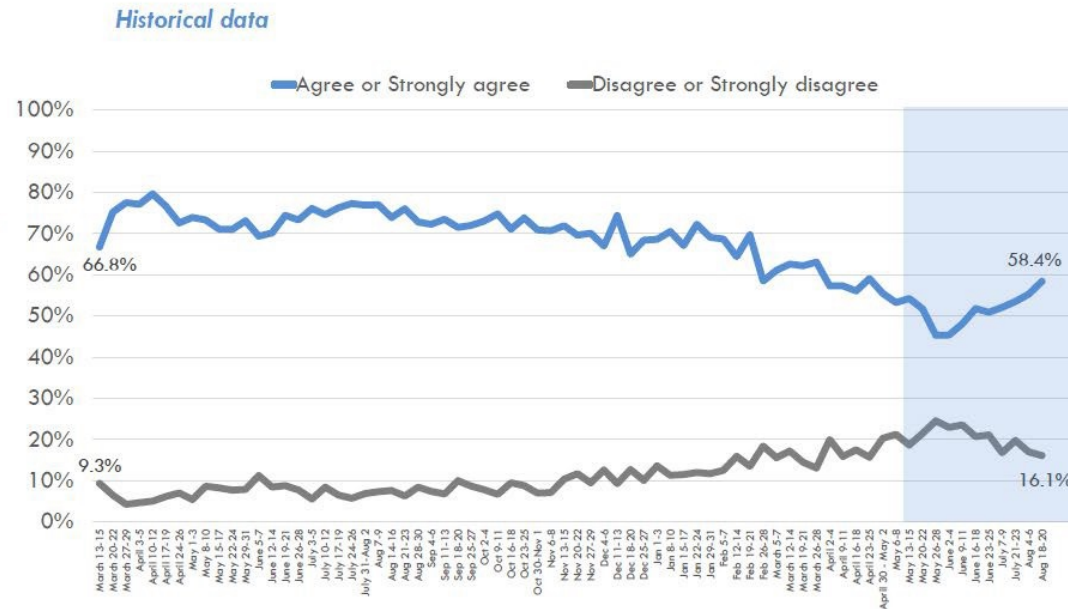
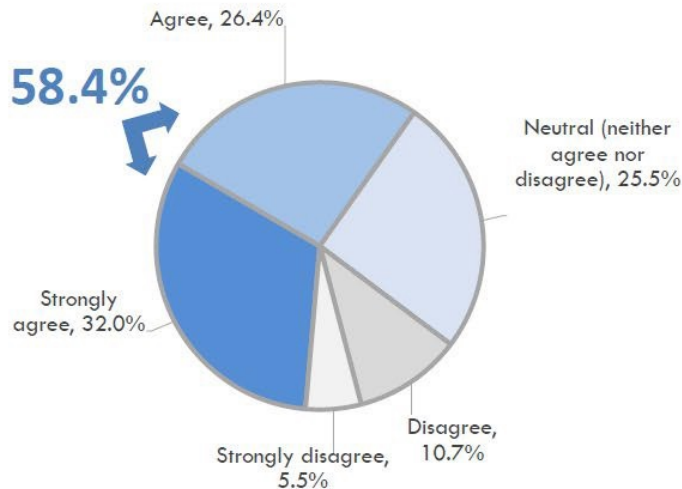


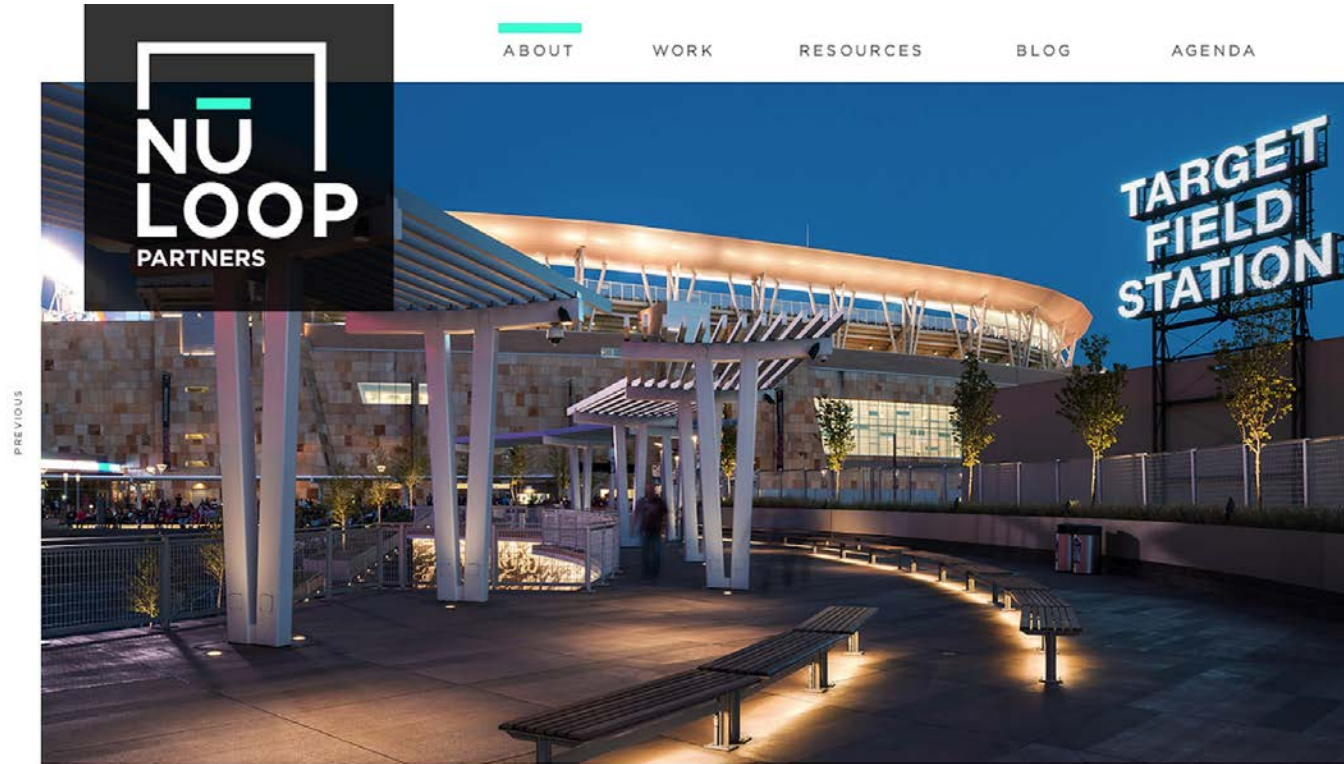
58% STATING THEY ARE UNLIKELY TO ATTEND A CONVENTION UNTIL COVID IS RESOLVED (RISING)

AVOIDING CONVENTIONS & CONFERENCES

How much do you agree with the following statement?

Statement: I will be unlikely to attend any conferences or conventions until the coronavirus situation is resolved.





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October 5, 2021
GENERAL MEMBER MEETING [HYRBID]



The Black Market

- Curated by George Shannon
- The Farmer's Market Annex





George Shannon!