



2021 National Night Out

FINAL Proposal AND BUDGET for DMNA Board Approval

NNO Subcommittee: Melanie Hess, Robin Baumgartner, Alison Gordon

The purpose of National Night Out is to provide an opportunity for community members to connect, promote public safety, support local businesses, and celebrate our unique neighborhood.

This year's event invites us to come enjoy an evening outside with your neighbors while enjoying some of our favorite inside activities. FOOD, DRINK, MUSIC.

2021 Key Goal is to increase reach of invitation to encourage inclusion and diversity.

We have been able to confirm 38 vendors/sponsors as of July 9, 2021. We will continue to invite others up until the day of the event; however, inclusion of vendor name of late comers in promotion will be limited.

Activities are diverse and across a broad range of interests. Vendors such as Mill City Museum will have interactive opportunities at their table. Some vendors are taking the opportunity to survey residents such as ETBP. Many vendors such as City Paws, MN Orchestra and Twins will pass out free giveaways. Yoga class, Dance class, pick up frisbee and soccer led by Alljoy and YMCA will provide movement activities. Live music by students of MacPhail Music Center and by three local artists (Dan Israel, Frances Gumm and Oh Sister) will provide ambience and entertainment. Interactive painting of our neighborhood mural will be available through City Mischief. Food trucks and a couple of local food vendors will be available as well. And much more...

As a critical part of our community, DMNA NNO will also host the Finnegans REVERSE Food Truck as part of the event. This food truck is unique in that it gives participants an opportunity to donate to a local charity. The charity selected is a downtown charity - St. Stephen's Human Services / House of Charity.

DMNA volunteers as organized by NNO Subcommittee will be present throughout the event to pass out free water, be a resource for residents, direct vendors, help provide oversight of the event and will participate in event clean up.

BUDGET

- Over Budget by \$29 of DMNA budget. (Due to City and MPRB Permit Costs)
- Overall under budget by \$273 (with donations)
- **NOTE: As of 7/15/21 Additional \$700 donated by Cynthia Froid Group towards mural. That will allow less funds from DMNA towards Mural (not reflected in spreadsheet)**

Downtown Minneapolis Neighborhood Association National Night Out 2021 Budget								
	DMNA	BCT	Wells Fargo	Kraus Anderson	Thrivent	DID	Loring Park	OVERALL TOTAL
Income								
DMNA	\$ 10,000.00							\$ 10,000.00
BCT		\$ 100.00						\$ 100.00
Wells Fargo			\$ 2,000.00					\$ 2,000.00
KA				\$ 250.00				\$ 250.00
Thrivent					\$ 2,000.00			\$ 2,000.00
DID						\$ 750.00		\$ 750.00
Loring Park							\$ 500.00	\$ 500.00
TOTAL	\$ 10,000.00	\$ 100.00	\$ 2,000.00	\$ 250.00	\$ 2,000.00	\$ 750.00	\$ 500.00	\$ 15,600.00
Expenses								
OVERALL TOTAL								
DMNA Table (t-shirts and giveaway item)	\$ 337.00							\$ 337.00
City Permit Fees	\$ 3,275.00							\$ 3,275.00
MPRB Permit Fees	\$ 502.00							\$ 502.00
Food Vendor Permit	\$ 360.00							\$ 360.00
Water and Ice			\$ 2,000.00					\$ 2,000.00
Clean-Up Supplies		\$ 48.00						\$ 48.00
City Mischief Mural	\$ 5,555.00				\$ 1,000.00			\$ 6,555.00
Dan Israel					\$ 250.00		\$ 500.00	\$ 750.00
Frances Gumm						\$ 750.00		\$ 750.00
Oh Sister					\$ 750.00			\$ 750.00
TOTAL	\$ 10,029.00	\$ 48.00	\$ 2,000.00	\$ -	\$ 2,000.00	\$ 750.00	\$ 500.00	\$ 15,327.00
OVERALL TOTAL	\$ (29.00)	\$ 52.00	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 273.00

NNO PROMOTION PLANS

DMNA WEBSITE

NNO Messaging and listing of sponsoring vendors and organizations willing to participate.

HOA Advisory Group

DMNA provides promotional messaging for HOAs to share with their members.

NNO Committee is requesting DMNA HOA Advisory Group members to promote fund raising and for residents to bring non-perishable goods.

Third Party Promotion

Media Outlets

Direct promotion to Condo residents through FSR

Minneapolis Park Board

Participating Vendors

Promo – will be issuing July 15th

DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION WELCOMES YOU TO

NATIONAL NIGHT OUT

AUGUST 3, 2021 · 5 TO 9 PM · THE COMMONS



425 Portland Ave South
Downtown Minneapolis



All are welcome!

Vendors! Food Trucks! Live Music! Giveaways!
Join your neighbors as we reconnect, as friends and family, to celebrate our unique neighborhood, promoting public safety and supporting local businesses and community organizations.

FREE LIVE MUSIC & ACTIVITIES

- 5:00 - 9:00pm **MacPhail Center for Music** (live music)
- 5:00 - 5:30pm **YMCA Yoga** (bring a mat, all welcome!)
- 5:30 - 6:30pm **Oh Sister** (live music)
- 6:30 - 7:00pm **Alljoy Dance Class** (free, all welcome!)
- 7:00 - 8:00pm **Dan Israel** (live music)
- 8:00 - 9:00pm **Frances Gumm** (live music)

EVENT SPONSORS & VENDORS

- | | |
|--------------------------------------|---------------------------|
| Alljoy | Minnesota Orchestra |
| Barret Lee | Minnesota Twins |
| BCT Corporation | Mortenson |
| BIPOC Sped Teachers | People Serving People |
| Day Block Brewing Company | Phal's Best Steak & Gyros |
| DMNA | Philly xpress |
| East Town Business Partnership | Premium Quality Coin LLC |
| Citizens For A Loring Park Community | Project Success |
| City Mischief | R LaCarte and Company |
| City Paws Pet Club | Ryan Spence Coaching |
| Finnegans | Sandy's Grill |
| Gamut Gallery | Sawatdee |
| Kraus-Anderson | St. Pops |
| KSM Egg Rolls | Taqueria El Victor |
| MacPhail Center for Music | The Greenery |
| Mad Dads | Thrivent |
| Massage Envy | Trader Joe's |
| Metro Transit | Wells Fargo |
| Mill City Museum | YMCA |
| Minneapolis DID | 9 YumYum |

GIVING BACK WITH FINNEGANS



Let's come together and donate to St. Stephen's Human Services/ House of Charity through **Finnegans Reverse Food Truck**. Donate non-perishable items onsite or **scan the QR code** (or go to finnegans.org/NN02021) to make a donation as part of the National Night Out Event!



COMMUNITY MURAL Led by City Mischief



Come help paint the mural 5 to 9pm!

