



The Meet Minneapolis events calendar is one of the most popular pages on Minneapolis.org, averaging 700K pageviews per year. Meet Minneapolis utilizes the website, social media channels, and Minneapolis Visitor Information on Nicollet to drive traffic to the online calendar. Below is the criteria our team uses to select events to post.

### **Large-Scale/City Wide Events:**

Events known to attract visitors to Minneapolis, encouraging an overnight stay. Examples include: Rock the Garden, a public show at the Convention Center, Art-A-Whirl, Twins games, etc.

### **Unique Events:**

Events that are unique and noteworthy, not dependent on size. Examples include a concert, theater performance, gallery opening, or special event at a business that may be of special interest to a visitor.

### **Complimentary Events:**

Events scheduled to support large-scale events. Examples include a Prince cover band or DJs performing around the time of the Prince Official Tribute Concert, free bike repair during Minneapolis Bike Week, having an art pop up shop during Art-A-Whirl, etc.

### **Events that Support Our Organizational Goals:**

Events that further Meet Minneapolis' strategic organizational goals of showcasing diversity, enhancing winter tourism, showing off unique aspects of Minneapolis, and attracting visitors to the City.

### **Non-partner Events:**

The events calendar is a key benefit to Meet Minneapolis partners. Events submitted by non-partners will be reviewed and included if they meet aspects of the criteria outlined above.

Partners can submit events by accessing the partner portal. Not all submitted events will be included in the events calendar, as they are subject to the editing and approval of Meet Minneapolis.