The NW Crossing is an exciting place to discover. It’s an area rich in culture, opportunity and adventure. In this unique area of the Twin Cities, you’ll find:

- Diverse communities that live, work and play together in harmony
- Beautiful lakes, parks and green spaces for all to enjoy
- Attractive housing at affordable prices
- Exciting career opportunities with expanding businesses
- A foodie haven dishing out the spices, colors and tastes of many cultures
- World-class education leading new generations to new opportunities
- Sophisticated health care organizations on the cutting-edge of technology and patient care
- Arts and entertainment opportunities that delight, stimulate and move people
- Growth opportunities for businesses of all kinds

The NW Crossing is your opportunity to:

- Champion economic growth
- Stimulate PRIDE in the NW Crossing
- Introduce the NW Crossing as a vibrant place to discover

Create a strong interest in investing and developing in the NW Crossing.

Create a passionate brand ambassadorship for the NW Crossing.

Stimulate PRIDE in the NW Crossing and a sense of ownership in the regional brand.

Support stakeholder efforts to champion economic growth and investment in the NW Crossing.

Encourage policymakers to direct resources and accelerate results in the NW Crossing.

Inspire interest in visiting the NW Crossing.

By working together with other policymakers, you’ll ensure greater success for businesses, residents, communities and businesses in the NW Crossing. It’s time for the area to receive the same level of support as other areas in the Twin Cities. Continuing to champion the NW Crossing is your opportunity to:

- Thriving businesses
- Improved housing
- Career growth
- Workforce system success
- Visitor interest
- Community pride

More leadership will enhance the cultural and natural richness that already exists in the NW Crossing.

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table

<table>
<thead>
<tr>
<th>AUDIENCE / PROFILE</th>
<th>INVESTORS</th>
<th>COMMUNITY MEMBERS</th>
<th>STAKEHOLDERS</th>
<th>POLICYMAKERS</th>
<th>GENERAL PUBLIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>People interested in new experiences:</td>
<td>Twin Cities/Minnesota visitors</td>
<td>Media</td>
<td>General public</td>
<td>Bus and light-rail riders</td>
<td>Twin cities residents who are unfamiliar with or may have misconceptions of the corridor</td>
</tr>
<tr>
<td>People, businesses eager to learn more about the NW Crossing:</td>
<td>— Twin Cities/Minnesota visitors</td>
<td>— Media</td>
<td>— General public</td>
<td>— Bus and light-rail riders</td>
<td>— Twin cities residents who are unfamiliar with or may have misconceptions of the corridor</td>
</tr>
<tr>
<td>People, organizations and businesses interested in seeing this corridor succeed:</td>
<td>— Mat Council’s Blue Line Extension Business Advisory Committee and Community Advisory Committee</td>
<td>— Institutions, e.g., education, health care, workforce, etc.</td>
<td>— Business owners/businesses, e.g., large corporations, mid-size businesses, small businesses</td>
<td>— Community organizations and coalitions</td>
<td>— City staff</td>
</tr>
<tr>
<td>Those who are tasked with or have a vested interest in seeing this corridor thrive:</td>
<td>— Surgery staff</td>
<td>— Chambers of commerce</td>
<td>— Leaders of major institutions and businesses in the corridor (e.g., North Memorial, North Hennepin CC, Target)</td>
<td>— Local: city council members, mayors, chamber representatives</td>
<td></td>
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<td>Additional community and economic development to enhance the cultural and natural richness that already exists in the NW Crossing:</td>
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The time to invest in the NW Crossing is now. In addition to the vibrant assets that already exist in the area, there are countless opportunities to develop new housing, businesses, attractions, activities and services benefiting the diverse communities of the NW Crossing.

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