



MESSAGING MATRIX

This is an easy-to-follow tool that helps everyone involved tell a consistent brand story for the NW Crossing. The matrix identifies messaging objectives, strategies and benefit-oriented messages for each audience group. It also includes a suggested elevator pitch to help explain what the NW Crossing is and why it should be supported.

AUDIENCE PROFILE: INVESTORS

People, developers and businesses looking to invest in this corridor:

- Commercial and residential real estate developers
- Affordable housing developers
- Site selectors
- Businesses looking to relocate or expand
- New and growing businesses
- Land trusts and other cooperative land management models
- Foundations and nonprofits supporting community and economic development activities in the corridor
- Property management companies

MESSAGING OBJECTIVES

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

MESSAGING STRATEGIES

Spark ENTHUSIASM for advancing development in the NW Crossing.

ELEVATOR PITCH

The NW Crossing is a collection of flourishing communities in Minnesota's largest metropolitan area. It's one collective region bursting with rich resources and assets throughout North Minneapolis, Golden Valley, Robbinsdale, Crystal and Brooklyn Park.

Through increased awareness, the NW Crossing will be recognized as the place to go for new investments, post-secondary education attainment, affordable housing, business growth and vibrant experiences. This is what makes the region attractive to investors, business owners and visitors. It's also what makes residents proud of the place they call home.

Enthusiastic support of the NW Crossing will help the area become nationally known as a culture-rich destination ripe with potential for vibrant experiences and economic growth. It may even accelerate progress with the METRO Blue Line Extension. But well beyond that, the NW Crossing is ready to welcome greater prosperity and growth.

KEY MESSAGE

The **NW Crossing** is the culture-rich area to discover vibrant experiences and economic growth.

AUDIENCE-SPECIFIC MESSAGES

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 benefitting the diverse communities of the NW Crossing.

Additional community and economic development will enhance the cultural and natural richness that already exists in the NW Crossing:

- 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 options that delight, stimulate and move people
- Growth opportunities for businesses of all kinds





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AUDIENCE PROFILE: COMMUNITY MEMBERS

People, organizations and businesses interested in seeing this corridor succeed:

- Met Council's Blue Line Extension Business Advisory Committee and Community Advisory Committee
- Institutions, e.g., education, health care, workforce, etc.
- Business owners/businesses, e.g., large corporations, mid-sized businesses, small businesses
- Community organizations and coalitions
- Residents
- Workers

MESSAGING OBJECTIVES

Create passionate brand ambassadorship for the NW Crossing.

MESSAGING STRATEGIES

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

ELEVATOR PITCH

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KEY MESSAGE

The **NW Crossing** is the culture-rich area to discover vibrant experiences and economic growth.

AUDIENCE-SPECIFIC MESSAGES

There are many reasons to be proud of the NW Crossing. Not only is it rich in community and cultural assets, it's on the verge of greater community and economic growth.

Collaborating with the other cities in this region, bolstered by a shared set of values, will lead to greater access to:

- Amenities and services
- Career opportunities
- Affordable housing
- Health care services
- Business growth
- Entertainment options
- Recreational activities

More awareness will increase pride for the region and will enhance the cultural and natural richness that already exists in the NW Crossing:

- Diverse communities that live, work and play together in harmony
- Beautiful lakes, parks and green spaces for all to enjoy
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AUDIENCE PROFILE: STAKEHOLDERS

Those who are tasked with or have a vested interest in seeing this corridor thrive:

- City staff
- County staff
- Chambers of commerce
- Metropolitan Council
- Leaders of major institutions and businesses in the corridor (e.g., North Memorial, North Hennepin CC, Target)

MESSAGING OBJECTIVES

Increase interest and energy for:

i) advancing economic development and ii) attracting investment and development progress in the NW Crossing.

MESSAGING STRATEGIES

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

ELEVATOR PITCH

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KEY MESSAGE

The **NW Crossing** is the culture-rich area to discover vibrant experiences and economic growth.

AUDIENCE-SPECIFIC MESSAGES

By working together with other communities and cities in the region, you'll ensure greater long-term growth and success for 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 ensure:

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

More championship will enhance the cultural and natural richness that already exists in the NW Crossing:

- Diverse communities that live, work and play together in harmony
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c r o s s i n g

You're Welcome Here

POLICYMAKERS

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AUDIENCE PROFILE: POLICYMAKERS

Elected leaders and influencers determined to make a difference in this corridor:

- State and national representatives
- Regional: Hennepin County commissioners
- Local: city council members, mayors, chamber representatives

MESSAGING OBJECTIVES

Increase the determination to support infrastructure improvements and direct public resources to improve the NW Crossing.

MESSAGING STRATEGIES

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

ELEVATOR PITCH

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KEY MESSAGE

The **NW Crossing** is the culture-rich area to discover vibrant experiences and economic growth.

AUDIENCE-SPECIFIC MESSAGES

By collaborating with other policymakers, you'll ensure greater success and happiness for 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. Advocating for the NW Crossing is your opportunity to ensure:

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

More advocacy will enhance the cultural and natural richness that already exists in the NW Crossing:

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AUDIENCE PROFILE: GENERAL PUBLIC

People interested in new experiences:

- Twin Cities/Minnesota visitors
- Media
- General public
- Bus and light-rail riders
- Twin Cities residents who are unfamiliar with or may have misperceptions of the corridor

MESSAGING OBJECTIVES

Introduce the NW Crossing as a vibrant place to discover.

MESSAGING STRATEGIES

Inspire interest in VISITING the many hidden gems in the NW Crossing.

ELEVATOR PITCH

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KEY MESSAGE

The **NW Crossing** is the culture-rich area to discover vibrant experiences and economic growth.

AUDIENCE-SPECIFIC MESSAGES

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
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