

FOR IMMEDIATE RELEASE

April 5th, 2023

Minneapolis, MN - The West Broadway Business and Area Coalition announced today that they would be ending the FLOW Northside Arts Crawl after 17 years. The decision was made as part of the organization's efforts to pivot and focus its resources on supporting local businesses and promoting economic development in the area.

FLOW Northside Arts Crawl, which began in 2006, has been a beloved celebration of the arts and North Minneapolis. Over the years, the event has showcased the work of hundreds of artists and musicians, attracted thousands of visitors, and helped to build a stronger sense of community in the area. However, after careful consideration and consultation with community partners, the West Broadway Business and Area Coalition have decided to end the FLOW Northside Arts Crawl. The organization will instead be focusing its efforts on supporting local businesses and promoting economic development in the area.

"We are proud of what FLOW has accomplished over the past 17 years, but we recognize that we need to pivot our efforts to better serve the needs of our community," said Kristel Porter, Executive Director of the West Broadway Business and Area Coalition. "We believe that by concentrating our resources on supporting local businesses and promoting economic development, including anti-displacement efforts, we can have a more significant impact on the community and help to build a more vibrant and sustainable future for North Minneapolis. Especially with the coming light rail, it is vital that we remain focused on the success of these businesses and anti-displacement efforts to ensure that our business district can thrive."

The West Broadway Business and Area Coalition have chosen Open Streets West Broadway as their main event to bring the community together and showcase local businesses. WBC recognizes the importance of promoting community engagement through the arts and culture in North Minneapolis. While they have decided to discontinue the FLOW Northside Arts Crawl, the organization remains committed to supporting and partnering with other local organizations that share their vision and are interested in organizing similar events in the future.

For more information about the West Broadway Business and Area Coalition and its programs, please visit their website at www.westbroadway.org.

About West Broadway Business and Area Coalition

The West Broadway Business and Area Coalition is a non-profit organization dedicated to promoting and supporting the economic and cultural vitality of the West Broadway corridor in Minneapolis. Our mission is to facilitate economic development, foster positive relationships between businesses and the community, and promote a safe, vibrant, and welcoming environment for all. For more information, visit www.westbroadway.org.

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