

Beloved Holidazzle falls short of funding needs

While downtown vibrancy and momentum continues to climb, Holidazzle falls short of funding and will not take place in 2023

Minneapolis (October 10, 2023) --- The mpls downtown council announced today that Holidazzle will not take place this holiday season in downtown Minneapolis.

Downtown Minneapolis continues to see vibrancy and momentum thanks to collective uplift and significant private-sector funding and government support throughout the year, but the amount of funding available for Holidazzle was not enough to ensure the beloved holiday tradition will deliver the magical experience the community expects and deserves while keeping it free and accessible.

This is a one-season decision that does not impact plans for the 2024 Holidazzle. **We encourage the community to go to www.holidazzle.com to share your Holidazzle memories and any comments as we think about the future of this event.**

“After careful consideration, we have made the difficult decision to cancel Holidazzle for 2023,” said Steve Cramer, president & CEO of the mpls downtown council. “This decision comes after exhausting all possible avenues to make this happen. Holidazzle is a treasured annual event for our community, and we did everything we could to make it possible this holiday season. In the end, we did not have enough funding to produce the event at a level that the community expects and deserves. This is a one-season decision, and we will refocus our energy on Holidazzle 2024 and beyond.”

This decision comes during a year where additional events and programming have taken place weekly, particularly between May and October, that helped add to downtown’s vitality and make great impacts in the experiences of visitors, residents, and an increase in downtown employees returning to the office. Today, roughly 65 percent of downtown workers are returning to office at least once per week in some capacity, with 2-3 days per week leading the way.

“We are grateful for our community’s commitment to downtown and will continue collaborating on efforts to add to its vibrancy moving forward,” Cramer said.

The holiday season will continue to be an important time of year for downtown, with experiences for all ages and abilities. Continued downtown experiences include:

- Aladdin and Mrs. Doubtfire Broadway on Hennepin performances at the Orpheum Theatre
- A Christmas Carol at the Guthrie Theater
- Minnesota Vikings games
- Minnesota Timberwolves games
- Holiday shopping experiences on Nicollet
- Holiday musical performances over lunch throughout downtown
- Performances at Minnesota Orchestra
- Performances at The Dakota
- Concerts at First Avenue, The Fillmore Minneapolis, The Armory and more

About the mpls downtown council

Founded in 1955, and one of the most historic business associations in the nation, the mpls downtown council (mdc) is a membership-based entity that works to create an

extraordinary downtown. The mdc's collaborative development of the Intersections: Downtown 2025 Plan is designed to help downtown businesses; community leaders and citizens build on downtown assets and implement future goals. For more information, please visit mplsdowntown.com.

Contact: Mike Haberman, Nemer Fieger, mhaberman@nemerfieger.com, 612-432-9898

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