

communityconnectionsconference
Your Voice, Your City
CommUnity



communityconnectionsconference



The 6th annual Community Connections Conference boasts large success with record-breaking attendees, diverse Learning Labs, and conversations leading to collective action.

Your Voice, Your City, CommUnity

emphasized bringing people together to build power and unity across cultures and communities. This was accomplished through a strong program of influential speakers, robust conversations, interactive exhibits, and best-practices to impact policies and community-based issues.

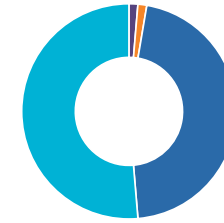
Hosted annually, the conference is designed to create and strengthen successful collaborations. It's a platform for residents, neighborhood organizations, cultural communities and the City to collectively address systemic issues and explore unique-innovative solutions.

The growth and success of the Community Connections Conference is due largely in part because of its partnerships. By recognizing that gathering diverse communities to create an atmosphere of inclusion, dialogue and experiential learning leads to community building and a One Minneapolis.

Conference Highlights and Successes

Conference organizers work diligently to create a rich, inclusive and diverse experience. Each year, attendees provide feedback to continually improve the conference. This year, 30% completed evaluations and gave valuable comments.

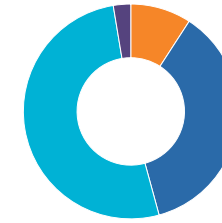
Conference Overall



51% Very Satisfactory
46% Satisfactory
1% Neutral
1% Unsatisfactory
0% Very Unsatisfactory
0% Uncertain Can't Say

* 150 Respondents, +/- 1 percentage

Conference Theme

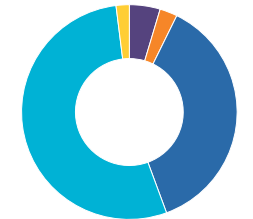


52% Very Satisfactory
37% Satisfactory
9% Neutral
0% Unsatisfactory
0% Very Unsatisfactory
3% Uncertain Can't Say

* 153 Respondents, +/- 1 percentage

Exhibit Space

70 Exhibitors
49 Community Exhibits
15 City Exhibits
3 Neighborhood Exhibits
3 Local Gov Agency Exhibits



54% Very Satisfactory
37% Satisfactory
3% Neutral
5% Unsatisfactory
0% Very Unsatisfactory
2% Uncertain Can't Say

* 151 Respondents, +/- 1 percentage

Registration



540
Attendees

640
Pre-Conference
157
On-Site

Learning Labs

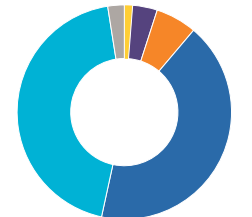
23 Learning Lab Sessions

16 of Learning Lab Topics were selected in partnership with diverse communities

12 of Learning Labs led by community experts and partners



Conference Communications



44% Very Satisfactory
42% Satisfactory
6% Neutral
4% Unsatisfactory
1% Very Unsatisfactory
2% Uncertain Can't Say

* 161 Respondents, +/- 1 percentage

Neighborhood Demographics

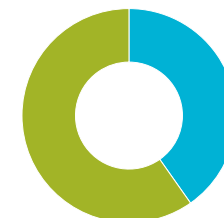
Over **60** neighborhoods represented

Top 10 Most Represented

- Seward
- Longfellow
- Loring Park
- Waite Park
- Marcy Holmes
- Prospect Park
- Willard Hay
- Jordan
- Powderhorn

* 362 Respondents

Racial Demographics



60% White or Caucasian
40% People of Color

* 415 Respondents, +/- 1 percentage

- 23% Black/African American
- 3% Hispanic/Latino Origin
- 7% Asian
- .2% American Indian/Alaskan Native
- 3% Native Hawaiian/other Pacific Islander
- 4% Other Race/Ethnicity

* 167 Respondents (out of 415), +/- 1 percentage

Marketing

- 2% Phone Call
- 9% City Website
- 32% City Email
- .5% Radio
- 4% Print/Digital Media
- 9% Social Media
- 16% City Employee
- 23% Community Organization
- 6% Eventbrite

* 189 Respondents, +/- 1 percentage

2017 Conference Partners



Special thanks to this year's conference partners. Creating a rich, creative and inclusive conference experience every year is no easy feat. We rely on partnerships from City departments, neighborhood and community organizations, and residents to shape a phenomenal program. They were crucial in marketing the conference to diverse Minneapolis populations, tabling in the Exhibit Hall, generating and presenting Learning Labs, and volunteering the day of.



Minneapolis 2040

Minneapolis 2040 is the city's twenty-year Comprehensive Plan visioning process that will direct the logical and coordinated physical and economic development of the city into the future. The City of Minneapolis is required by the Metropolitan Council to update the Comprehensive Plan every ten years to meet State law and regional planning requirements. This update will be adopted in 2018 by the City Council.

Please visit www.minneapolis2040.com for more information.

