



crossing You're Welcome Here

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.

	DEVELOPERS	POLICY MAKERS	STAKEHOLDERS	COMMUNITY MEMBERS	GENERAL PUBLIC
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AUDIENCE PROFILE

People 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

Leaders and influencers determined to make a difference in this corridor:

- State and national representatives
- Regional: County commissioners, Metropolitan Council
- Local: council members, mayors, representatives

Those who have a vested interest in seeing this corridor thrive:

- City staff
- County staff
- Community organizations
- Chambers of commerce

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

- BAC/CAC
- Institutions, e.g.: education, health care, workforce, etc.
- Business owners/businesses, e.g.: large corporations, mid-sizes business, small business
- Community representatives, e.g.: Blue Line Coalition
- Residents
- Workers

Anyone who's interested in or has yet to understand the vast potential in this corridor:

- Twin Cities/Minnesota visitors
- Media
- General public
- Bus and light-rail riders

MESSAGING OBJECTIVES

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

Increase the determination to: i) support infrastructure improvements and investments and ii) direct public resources for area improvement in the NW Crossing.

Increase interest and energy for: i) advancing economic development and ii) attracting investment and development progress in the NW Crossing.

Create passionate brand ambassadorship for the NW Crossing

Introduce the NW Crossing as a vibrant place to discover.

MESSAGING STRATEGIES

Spark IMAGINATION for the potential to develop in the NW Crossing.

Encourage policymakers to accelerate RESULTS in the NW Crossing.

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

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

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

ELEVATOR PITCH

The Northwest Crossing is a collection of flourishing communities in close proximity to Minnesota's largest metropolitan area. It's one collective region and one cohesive brand dedicated to advancing community and economic development throughout North Minneapolis, Crystal, Robbinsdale, Golden Valley and Brooklyn Park. It's the collection of cities and communities that will benefit from the METRO Blue Line Extension.

The METRO Blue Line Extension will enhance the NW Crossing in many ways, one of which is the economic development impact light rail has proven to bring. But beyond that, the NW Crossing is a unique area of the metro bursting with potential for new growth and investments. Through brand awareness and engagement efforts, savvy developers will realize an untapped region ready and waiting for new opportunities. Business leaders will find dynamic new ways to attract new audiences. Curiosity seekers will enjoy compelling new things to experience. NW Crossing residents will love new ways to be proud of the place they call home.

Support of the NW Crossing today, in advance of the LRT, will enrich this diverse area of the metro. It will bring greater prosperity to the people, communities and businesses currently in the area. It will help us become nationally known as a culture-rich destination ripe with potential for vibrant experiences and economic growth.

KEY MESSAGE

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

AUDIENCE-SPECIFIC MESSAGES

There is a lot of untapped potential in the NW Crossing, with many 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

There is a lot of untapped potential to ensure greater long-term success and happiness for the residents, communities and businesses in the NW Crossing. It's time for it 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

New 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

There is a lot of untapped potential to ensure greater long-term growth and success for the residents, communities and businesses in the NW Crossing. It's time for it to receive greater support, as many other metro cities experience. Continuing to support the NW Crossing is your opportunity to ensure:

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

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

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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

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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
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