

Mysterium 2020

Bid for Minneapolis

[Interactive Bid Map](#)

Local support:	Kerryth
Airport tier:	Domestic, International Hub: Delta, Sun Country Other Major Airlines: American, JetBlue (Boston only), United, Southwest
Primary neighborhood focus:	Downtown Minneapolis Districts: Central Minneapolis/Downtown West, Gateway District/Downtown East
Closest comparable Mysterium cities:	Proximity: Chicago, Size: St. Louis Transit: St. Louis, Cost: Burlington, MA
Transit limitations:	A large highway infrastructure project is ongoing that directly affects ramps connecting to downtown. See the major infrastructure projects section for more information. Otherwise, car transportation downtown is reasonable and efficient. However, bus, light rail, and bike exclusive streets incentivize the use of alternative modes of transit. Metro Transit's Blue Line is efficient and, in many cases, faster for travelling from the airport to downtown. The Blue Line's efficiency makes it easy for attendees to reach the venue if we are able to host Mysterium downtown. For attendees travelling by bus, the Hawthorne Transportation Center is located downtown and connected to the Skyway. While one other light rail line exists (Green), Metro Transit's other options are limited to (an actively expanding) BRT system and local bus routes. Currently available BRT routes include Red, A, and C. While A provides flexibility for connecting from Blue to Green lines without travelling to U.S. Bank Stadium Station, introducing transfers will raise complexity for attendees and should be avoided. Locals have expressed

	frustrations with local bus routes when connecting from suburbs to central transit routes. St. Paul makes for a tempting alternative to downtown Minneapolis. This temptation is marred by the distance and time required to travel on the Green Line to reach the Core district (about 35 minutes from U.S. Bank Station to Central Station). However, the Green Line is an effective method for attendees traveling by Amtrak looking to reach Minneapolis. Blue Line Schedule: ~4 AM - 1:15 AM Typical Headway: 10-15 minutes depending on time of day https://www.metrotransit.org/Route/901/1 Green Line Schedule: ~24/7 (Owl Service), with bus replacements between 2 AM and 4 AM on weekdays Typical Headway: 10-15 minutes depending on time of day https://www.metrotransit.org/Route/902/1
Cost considerations:	Minneapolis is a generally affordable city with approachable dining, entertainment, and travel. Airfare is typically low cost. Parking is available on ramps and lots around downtown for varying rates and may be negotiable with the hotel of choice, if cost is levied at the property. Hotel prices vary significantly between chains downtown. Business and family oriented hotels are typically affordable while boutique style brands may be unattainable. Breakfast availability and mode may vary.
Major events happening around our timeframe:	Major: MLB: Minnesota Twins home games may be scheduled during the weekend of Mysterium at Target Field. X Games 2020: July 16-19, 2020, US Bank Stadium Twin Cities Summer Jam: July 23-25, 2020 Minnesota State Fair: Typically begins 12 days prior to Labor Day (~August 20, 2020)

	Large: HydroVision 2020: July 14-16, 2020 at the Minneapolis Convention Center Minor: Loring Park Art Festival: July 25-26, 2020 Minnesota Scottish Fair & Summer Games: July 17-18, 2020 Fringe Festival: Held at various theaters and spaces around downtown. August 1-11, 2019. Dates not announced for 2020. Academic: University of Minnesota Orientation: A 2-day on campus program for parents and students on most weekends, including: - July 11-12, 2019 - August 21-22, 2019 Orientation sessions are not held between these dates. University of Minnesota Summer Classes: Summer Session 2020 ends on Friday, July 31st. Other: Minnesota Renaissance Festival: Runs for several weekends over the summer south of the metro Minneapolis area and suburbs.
Major infrastructure projects happening:	35W@94 Downtown to Crosstown Project: This project will be in Stage 4 during Mysterium. I-35W and I-94 lane reductions and the closure of the I-35W/46th St. interchange should be expected. Overnight closures on I-35W may be possible on two weekends. Project Home: http://www.dot.state.mn.us/35w94/schedule.html Project Timeline: http://www.dot.state.mn.us/35w94/schedule.html Stage 4 Details: http://www.dot.state.mn.us/35w94/pdf/stagingmaps/stage4.pdf
Biggest risks:	Inability to secure a hotel downtown. This would require moving towards suburbs or St. Paul, which would

	present a travel hindrance on attendees and limit activities. Some downtown hotels may have limited lobby or outdoor space depending on their district or design. Hotel pools are somewhat rare. Breakfast availability is highly variable, typically only available at no cost in hotels with little to no event space.
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Location 1 - Central Minneapolis/Downtown West

Why Here

As the name suggests, this district represents the core of Downtown Minneapolis. With most buildings connected by Skyway, attendees can navigate the area, shop at counter service restaurants and small stores, or connect to other hotels or major retailers without having to step outside. Numerous restaurant and entertainment venues fill the area while remaining walkable to riverfront districts.

Local Attractions

- Theatre District
- Target Field
- Minnesota Orchestra
- Dakota Jazz Club
- Escape The Room Minneapolis

Distance to regional attractions

- <15 minutes away:
 - Loring Pond
 - Minneapolis Sculpture Garden
 - Minneapolis Institute of Art
 - American Swedish Institute
- <30 minutes away:
 - Mall of America
 - Surly Brewing Company
 - Urban Growler Brewing Company
 - Como Park Zoo & Conservatory
- >30 minutes away:
 - Lakes on lakes on lakes
 - St. Paul
 - State Capitol
 - Minnesota History Center

Hotels

- [Crowne Plaza Minneapolis Northstar Downtown](#) (IHG)
 - **WiFi:** Complementary
 - **Breakfast:** Paid, Seated
 - **Parking:** \$25/day
 - **Pool:** No
 - **Executive Club:** Yes
 - **Rooms:** Unknown; 17 floors
 - **Space:** 1145-3512 sq. ft
 - **Room Rates:** \$90-\$140/night
- [Embassy Suites by Hilton Minneapolis Downtown](#) (Hilton)
 - **WiFi:** Complementary
 - **Breakfast:** Complementary
 - **Parking:** Independent ramps/lots nearby
 - **Pool:** Yes
 - **Rooms:** 290 (all suites)
 - **Space:** 1000, 2000-4000 sq. ft
 - **Room Rates:** \$140-\$160/night
- [Hyatt Regency Minneapolis](#) (Hyatt)
 - **WiFi:** Complementary
 - **Breakfast:** Paid
 - **Parking:** \$29/day
 - **Pool:** Yes
 - **Rooms:** 645

- **Space:** Basically anything and everything
- **Room Rates:** ~\$170/night
- [Best Western Normandy Inn & Suites](#) (Best Western)
 - **WiFi:** Complementary
 - **Breakfast:** Paid
 - **Parking:** \$10/day
 - **Pool:** Yes
 - **Rooms:** Unknown
 - **Space:** 1,792 sq. ft

- **Room Rates:**
~\$110-150/night

Transportation

- Skyway Connections: Yes
- Light Rail: Blue Line, Green Line
- BRT: C Line
- Bus: Yes, Highly Available

Location 2 - Gateway District/Downtown East

Why Here

Separated from Central Minneapolis by the Green and Blue lines, the Gateway District is a riverfront area with walkable access to parks and entertainment. Restaurants and entertainment are available or reachable through a short walk to the center of the city. As the light rail separates this district from the central area, Skyway access is limited and most buildings here are not connected.

Local Attractions

- Central Mississippi Riverfront Regional Park and Stone Arch Bridge
- Guthrie Theater
- Mill City Museum

Distance to regional attractions

- <15 minutes away:
 - Loring Pond
 - Minneapolis Sculpture Garden
 - Minneapolis Institute of Art
 - American Swedish Institute
- <30 minutes away:
 - Mall of America
 - Surly Brewing Company
 - Urban Growler Brewing Company
 - Como Park Zoo & Conservatory
- >30 minutes away:
 - Lakes on lakes on lakes
 - St. Paul
 - State Capitol
 - Minnesota History Center

Hotels

- [Renaissance Minneapolis Hotel, The Depot](#) (Marriott)

- **WiFi:** Complementary, “Enhanced” for fee
- **Breakfast:** Paid; buffet and continental available
- **Parking:** \$27/day
- **Pool:** Yes
- **Rooms:** 305; 5 floors
- **Space:** 1300-4600 sq. ft
- **Room Rates:** \$130-\$150/night; varies
- **Special Note:** Connected to [Residence Inn Minneapolis Downtown at the Depot](#), which features complimentary breakfast and kitchenettes with comparable pricing

- [Emery, Autograph Collection](#) (Marriott)
 - **WiFi:** Complementary, “Enhanced” for fee
 - **Breakfast:** Paid; continental and American
 - **Parking:** Independent ramps nearby
 - **Pool:** No
 - **Rooms:** 207; 10 floors
 - **Space:** 1348-2100 sq. ft
 - **Room Rates:** \$110-\$150/night; varies
- [Canopy by Hilton Minneapolis Mill District](#) (Hilton)
 - **WiFi:** Complementary

- **Breakfast:** Paid; continental and American
- **Parking:** Independent ramps nearby
- **Pool:** No
- **Rooms:** 183
- **Space:** 1224-2788 sq. ft
- **Room Rates:**
\$115-\$170/night; varies

Transportation

- Skyway Connections: Limited to None
- Light Rail: Blue Line, Green Line
- BRT: C Line
- Bus: Yes, Highly Available