



Moorhead Cultural Mall

Celebrate Local in Moorhead!

Project Vision

The Moorhead Cultural Mall (MCM) is a dynamic marketplace and community hub that will **celebrate the rich cultural diversity of Minnesota** while fostering economic growth. The project will provide local entrepreneurs, artisans, and small business owners with affordable commercial space and support services to help them thrive. Additionally, it will serve as a gathering place for community events, cultural programming, and educational initiatives, making it a valuable asset for the entire region.

This initiative will **preserve cultural heritage, support local businesses, and expand access to economic opportunities** thereby contributing to the state's long-term prosperity.

Our Goals

- ✓ **Cultural Preservation & Engagement** – Providing a platform for storytelling, performing arts, heritage markets, and educational workshops that highlight Moorhead diverse traditions.
 - ✓ **Arts & Community Programming** – Offering spaces for public art installations, music performances, culinary experiences, and interactive exhibitions that celebrate Moorhead cultural vibrancy.
 - ✓ **Tourism & Regional Attraction** – Establishing a destination that will attract visitors from across the state and beyond, promoting cultural tourism and boosting local revenue.
 - ✓ **Economic Development & Small Business Growth** – Creating a supportive environment for local businesses to thrive, fostering entrepreneurship, and driving regional economic activity.
 - ✓ **Workforce & Education Support** – Partnering with schools, colleges, and workforce training programs to provide mentorship, internships, and skill-building opportunities.
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Funding Request & Project Scope

To bring this vision to life, we seek **\$4 million in state funding** to support the **acquisition, renovation, and development** of the Moorhead Cultural Mall. These funds will be leveraged with **private investments, local partnerships, and economic development grants** to maximize impact.

Funding Allocation:

- ✦ **Property Acquisition** – Securing a prime downtown location.
- ✦ **Infrastructure & Renovation** – Upgrading the space to meet modern safety and accessibility standards.
- ✦ **Community & Cultural Spaces** – Creating areas for public events, business incubation, and artistic displays.

Project's Total Cost Breakdown



This investment will not only preserve and celebrate Moorhead diverse cultural landscape but also drive long-term economic benefits by creating sustainable job opportunities, strengthening local commerce, and enhancing the state's cultural and artistic ecosystem.

Impact & Long-Term Sustainability

The Moorhead Cultural Mall is designed to be **self-sustaining**, generating revenue through **business leases, event space rentals, and public-private collaborations**. The project is projected to:

- ✦ **Attract 50,000+ annual visitors**, positioning Moorhead as a regional cultural and commercial destination.
- ✦ **Host 100+ community events annually**, strengthening social ties and civic engagement.
- ✦ **Support 30+ businesses** in its first phase, increasing market access and financial stability for local entrepreneurs.
- ✦ **Create 100+ new jobs**, providing career pathways and workforce development.

Why This Matters for Moorhead

Moorhead identity is built on **heritage, innovation, and strong community connections**. The Moorhead Cultural Mall will be a living representation of these values, offering a place where people from all backgrounds can **celebrate traditions, access new opportunities, and contribute to the state's shared prosperity**.

With your support, we can make this vision a reality—building a landmark that honors Moorhead past while securing its economic and cultural future.

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