



Minnesota Asian American Film Festival

Saint Paul, Minnesota

When: Planning 2025 through 2026

Event Date: 2027, date to be announced

What is the Minnesota Asian American Film Festival?

MAAFF is the premiere film event in Minnesota and the DMW region (Dakotas, Minnesota, Wisconsin), highlighting the cultural significance of Asian Americans in movies and Hollywood. Founded by AEDA, a nonprofit, MAAFF will attract visitors and gather filmgoers and filmmakers to Saint Paul and the Twin Cities. The annual event will contribute positive economic impact to the region and promote Minnesota's cultural significance.

MAAF will showcase a diverse range of movies, including feature films, documentaries, and short films. MAAF will have special attention for local films and filmmakers, and include Hollywood and international films with connections to Minnesota or the DMW.

Economic and Cultural Impacts

Job creation: The Minnesota Asian American Film Festival will support job creation in hospitality, restaurants, hotels, and other local businesses.

Dollars leveraged: MAAF will have an estimated \$2 million impact in its first year.

Tourism and the Minnesota Brand: MAAF will contribute to Minnesota's unique image as a state and attract tourists and increase tourism-related economic activity.

First year projected attendance: 10,000

Cultural significance: MAAF will help enliven the local cultural landscape, support Minnesota filmmakers, and promote Minnesota as a movie production friendly location for the film industry.

Social media presence: Increase Minnesota's social presence by 1 million+ impressions and engagement.