

THE GREAT NORTHERN

ABOUT

The Great Northern celebrates our cold, creative winters through programming at the end of January and beginning of February that invigorates mind and body. In an era of changing climate that threatens our signature season, the festival seeks to create community, inspire action, and share the resilient spirit of the North with the world.

PROGRAM PILLARS

OUTDOOR ACTIVE

Outdoor events that invite attendees to enjoy all the season has to offer.

FOOD & DRINK

Curated experiences focused on craft, regionality, and seasonality.

PUBLIC ART

Site-specific art that changes the way we see and engage with our environment.

MUSIC & PERFORMANCE

Original work and world premieres by visionary local, national, and international artists.

CLIMATE/IDEAS

Keynote conversations, panels, live podcasts, film screenings, and other thought-provoking formats that allow us to explore our changing climate through the lenses of culture and heritage, the economy, and social equity.

PRESS & REACH

200K attendees including founding partner events

1.11B media reach

"One of the world's top winter festivals."
—Travel + Leisure

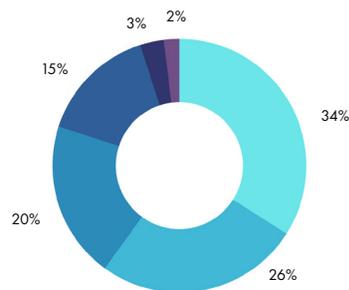
"Curated experiences focused on craft, regionality and seasonality." —Food & Wine

"It's kind of like a small-scale, sub-zero version of South by Southwest ...North by Midwest, if you will." —Thrillist

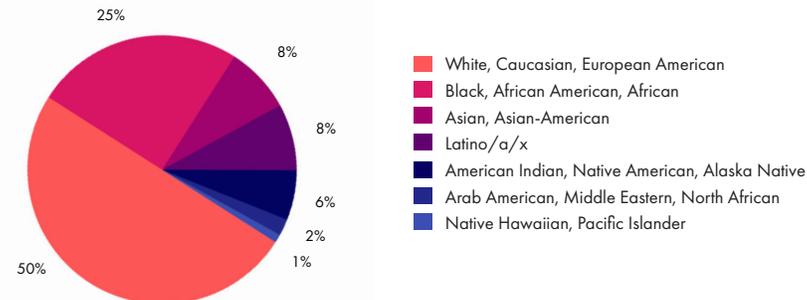
"The Great Northern is a boon for business."
—Entrepreneur Magazine

2023 BUDGET

Total: \$967,234



2023 ARTIST, SPEAKER, AND LEADER DEMOGRAPHICS



2024 & 2025 PROGRAMMING VISION

The Great Northern's 2024 and 2025 festivals will feature events that explore winter culture in the North while highlighting what we stand to lose as our climate continues to warm. See below for examples of programming we plan to include.



Public Art: 40%

The Great Northern will engage public art pieces with a climate message. The Plastic Bag Store, for example, is a pop-up installation that mimics a convenience store where everything is made out of plastic bags. The work is a commentary on our consumption, particularly of single-use plastics.



Outdoor Active: 20%

The Great Northern plans to continue its partnership with Melanin in Motion to produce try-it events that allow audience members to experience winter sports like ice fishing and fat tire biking with a low barrier to entry.



Climate Solutions Series: 40%

The Great Northern's annual Climate Series features a dozen conversations with leading local, national, and international experts that explore climate action and advocacy from multiple lenses.

HISTORY

The Great Northern (TGN), founded in 2017 by board president Eric Dayton, is grounded in the belief that Minnesota should be a vibrant, welcoming place for everyone to live and work year-round. TGN celebrates our cold, creative winters through diverse programming that invigorates mind and body in the last week of January and the first week of February. In an era of changing climate that threatens our signature season, we seek to create community, inspire action and share the resilient spirit of the North with the world. Each year, TGN brings together three legacy festivals (the St. Paul Winter Carnival, City of Lakes Loppet, and US Pond Hockey Championships) with original programming that a combined 200,000 visitors from around the region and engages them with opportunities to learn, play, think, and build connections in the heart of winter.

Since the first festival in 2017, each year TGN has produced more original programming, including food events, concerts, public art installations, and more. To realize its potential to more fully represent and serve the community, in late 2019 TGN hired Kate Nordstrum as Executive and Artistic Director to lead the organization into a future that facilitates cross-cultural awareness through expanded programming in arts, culture, ideas, and the environment.

DONORS



COMMUNITY PARTNERS

Greenberg Traurig, Walker Art Center, MSP Film Society, Mpls Downtown Improvement District (DID), On Being, Minnesota Humanities Center, Minneapolis Parks Foundation, Westminster Town Hall Forum, Schubert Club, Alliance Française Mpls/St Paul, Minnesota Orchestra, Change Narrative, Southwest Voices, Milkweed Editions, Project Drawdown, American Composers Forum, Weinstein Hammons Gallery, The Cowles Center, Bell Museum, The Cedar Cultural Center, Minneapolis College of Art and Design, Juxtaposition Arts, Weisman Art Museum, Northrop, American Swedish Institute, Minneapolis Institute of Art, Parkway Theater, The Market at Malcolm Yards, Augsburg University, Curiosity Studio, Mentro Transit, Evie, North House Folk School, The Point Retreats, Protect Our Winters, Move Minneapolis, EarthPercent, Hylden Advocacy & Law, Radio K, Wellworth, and ProCut Firewood.

