

REOPENING MINNESOTA

#STRONGERMINNESOTA

We understand that the past few weeks have been very difficult for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The below outlines the specifics of Minnesota's reopening and current traffic patterns.

PHASE 3 REOPENING

- June 10th: Both essential and non-essential businesses, retail, restaurants (limited indoor capacity), personal services (salons, tattoo parlors, and barbershops), movie theaters, bowling alleys, and gyms, child care, youth programming, organized youth sports and outdoor recreation, places of worship, campgrounds and charter boats. Occupancy, capacity, and hours of operation have been modified based on CDC guidelines.

TRAFFIC PATTERNS

- Since the national emergency, our average yield is at 87% of impressions delivered.
- As more business and offices reopen, we continue to see a steady increase in impressions across the market. As of the last 7 audited days, OUTFRONT is delivering 110% of impressions.

