

Nicollet Lighting & Audio Request Guidelines (2022)

1. Requests must be made at least 14-days in advance.
2. Requestors will be notified within 5 working days of the status of the request.
3. No requests are guaranteed. Even if a request is granted, it can be superseded as necessary for maintenance, a regularly scheduled program, or other unforeseen circumstances demanding significant public response.
4. DID reserves the right to preserve certain time frames for activation purposes (e.g., market days, special performances, etc.) and to limit the number of audio changes that happen within a given time frame.
5. Requests will be accepted for content that ties into timely downtown Minneapolis public events or activations (exp. A musical excerpt from an upcoming play taking place at a downtown venue). Requests for strictly promotional or personal purposes (e.g., birthdays, anniversaries, etc.) will not be accepted.
6. Requests relevant to the activation of Nicollet are acceptable (including tie-ins to on-site events or connections to nearby downtown events).
7. Requests related to awareness raising (i.e. special cause days) will be considered when connected to a coordinated and timely downtown event. Requests tied to awareness-raising not happening in conjunction with a downtown event will not be accepted.
8. Content cannot include calls to action.
9. Content must be mastered.
10. Submitter must provide proof of license, ownership, or explicit permissions from content creator.
11. Audio requests can be scheduled between the hours of 6am – 2am, Monday – Sunday.
12. No obscene language or explicit themes.
13. Audio requests can be made in conjunction with a lighting event (exp. Lighting switches to a specific color while audio clip takes place)
14. Requests for reoccurring audio events during a specific day/days will be reviewed but not necessarily granted.
15. Content must be in MP3 or WAV format.
16. Content can include spoken announcements to indicate what the content is but cannot be promotional or a call-to-action. Examples:
 1. “Phantom of the Opera, coming to Hennepin Theater Trust October 17th”.
 2. “This piece brought to you by MN SPIN”.
 3. “Minneapolis Heart Walk, this Saturday on Nicollet Mall”.