



ANNUAL REPORT | 2018 2019

DOWNTOWN SAINT PAUL

BY THE NUMBERS

Regions Hospital
Ranked in the top 1% of hospitals nationwide four years in a row

Barrel Theory #1 Best New Brewery in the Country
USA Today

#2 Parks System Nationwide
100% of downtown residents are within a 10-minute walk of a park



55,500 EMPLOYEES
14.2M FT² OFFICE OCCUPIED
6 SCHOOLS & UNIVERSITIES
3 HEALTHCARE CAMPUSES



8,700 RESIDENTS
5,576 HOUSING UNITS
132 BARS & RESTAURANTS
22 PARKS

900,000+
COMMERCIAL SQUARE FEET
1,000
UNITS

RECENTLY COMPLETED

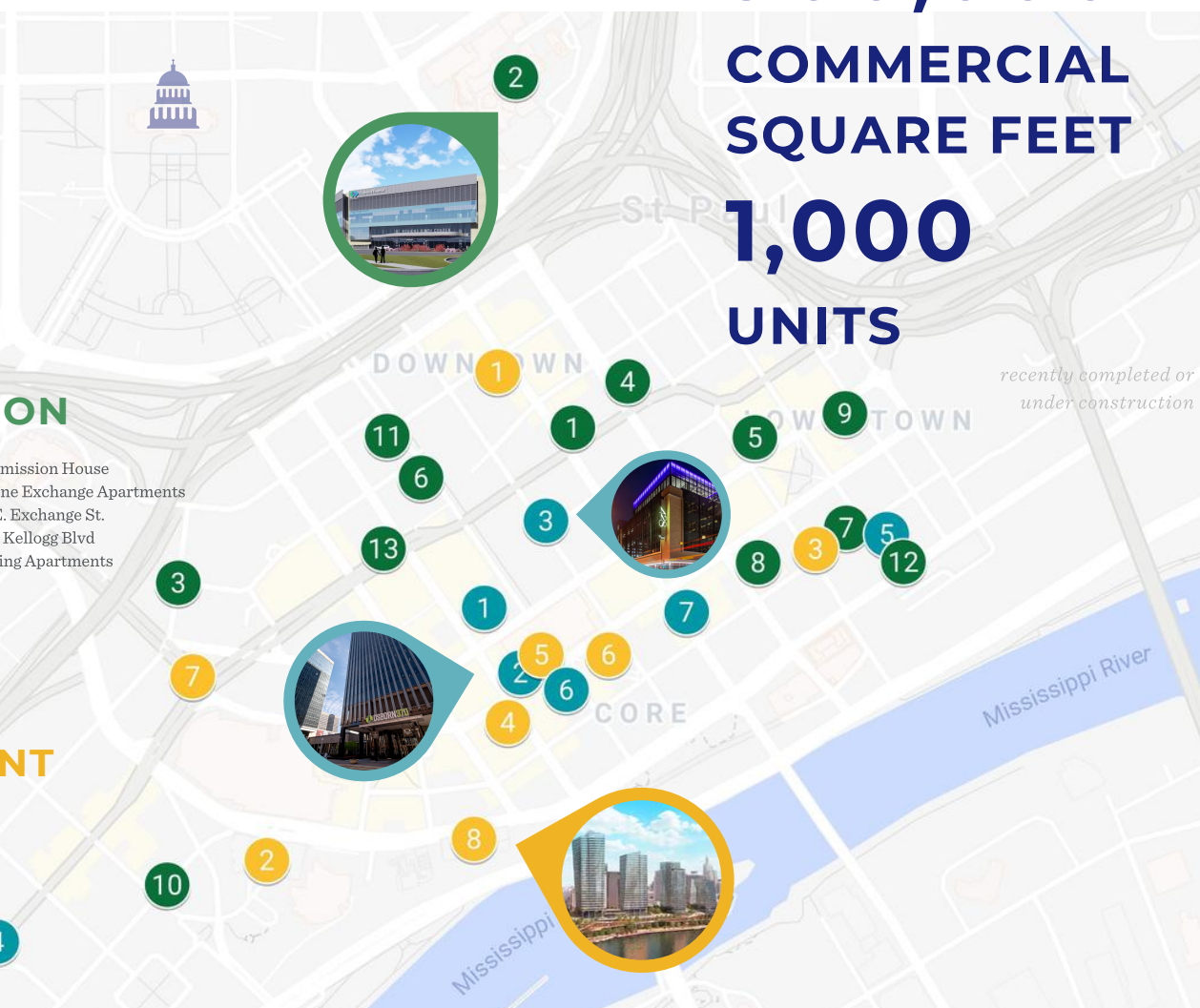
1. Treasure Island Center
2. Osborn370
3. The 428
4. Residence Inn
5. Oaks Union Depot
6. Press House Apartments
7. The M

UNDER CONSTRUCTION

1. Lofts at R7
2. Regions Hospital
3. Dorothy Day Place
4. Springhill Suites
5. Park Square Court
6. Celeste Hotel
7. Jax Building
8. 180 East Fifth Street
9. Commission House
10. Irvine Exchange Apartments
11. 10 E. Exchange St.
12. 241 Kellogg Blvd
13. Viking Apartments

IN DEVELOPMENT

1. Pedro Park / PSA
2. RiverCentre Parking Ramp
3. 4th St. Station Building
4. Saint Paul Building
5. YMCA
6. Central Station Land
7. Cleveland Circle
8. Riversedge



PLACEMAKING



POP UPS AT CENTRAL STATION

August - October, 2018

- 3,000 visitors
- 45 performances
- 20+ events & activities with community partners
- 12,000+ people engaged via social media platforms

Of visitors surveyed, only 46% felt safe in the area before, while 89% felt safe during the project



STREETS OF SUMMER

June - August, 2019 *



491
GRAFFITI REMOVED



489
HOSPITALITY ASSISTS



28
BAGS OF LITTER REMOVED

- 53 musical performances
- 12 local artists featured in outdoor gallery
- 32 trash cans transformed into mosaic masterpieces
- 1 large scale art installation

*stats as of June 30, 2019

ENGAGEMENT

ADVOCACY

The Downtown Alliance advocates for property owners, businesses and residents and works with policy makers and partners to drive policies and initiatives that promote growth and vitality in downtown Saint Paul.

Priority areas from year one:

- LIFTING LIQUOR LICENSING RESTRICTIONS FOR RESTAURANTS
- INCREASING SIDEWALK RETAIL
- REEVALUATING SIGNAGE AND ADVERTISING RESTRICTIONS
- INCREASING SPECIAL EVENT PERMIT CAPS

RESEARCH

If you were to ask 100 people what the best part of downtown is, you're sure to get 100 equally compelling responses.

One of our first endeavors has been to capture what makes downtown Saint Paul an unbeatable place to work, live and do business, and translate that into a brand narrative.

To tell the downtown story, we reached out to employees and CEOs, elected officials and public servants, and residents and visitors.

More than 15,600 downtown stakeholders responded and contributed nearly 2,000 volunteer hours to provide us with invaluable feedback, which we are using to shape and create downtown Saint Paul's new narrative.

NEWSLETTER

Every week the Downtown Alliance newsletter highlights downtown news, events and businesses.

Since launching in April 2018 subscribers have increased by 72%.

59 ISSUES **3,380** CLICKS

294 STORIES **37%** OPEN RATE

“ Saint Paul is a city where you can participate in the building of a future. We're small enough that you get to know each other but large enough that we work at a global scale. It's the perfect size for opportunity and connectedness. We have the opportunity to make a real difference. ”

STAKEHOLDER QUOTE

Greetings friends,

What a year it's been since we launched the Saint Paul Downtown Alliance! It's an exciting time in downtown Saint Paul and we hope that this report gives you a good snapshot of our work. We kicked things off with a significant amount of research to understand consumers' and business decision makers' perceptions of downtown Saint Paul. That data informs all our strategies and communications at the Downtown Alliance.

This research led to the production of a development tracker that shows a comprehensive picture of all the investments underway in downtown Saint Paul. Did you know that recently completed projects and projects under construction add almost 1 million square feet of commercial property and 1,000 units of housing and hotel to our downtown? That's a lot of investment!

We also sponsored the Pop Ups at Central Station program in 2018 and launched the Streets of Summer program this year, with a focus on testing the potential of a business improvement district in downtown Saint Paul, bringing activations and friendly staff to the public realm. Our Street Team's work to keep downtown tidy and add eyes and ears to our public spaces provides a reassuring presence and makes our spaces feel safer. Thanks to the John S. and James L. Knight Foundation and other generous donors, we were also able to add art, music, sculpture, mosaic and flowers to make downtown even more attractive for investment.

Thank you to our board and committee members, donors and volunteers who helped make this first year a success. A lot of great work lies ahead, and we look forward to continuing to move the needle on our shared goal of driving more jobs and vitality into downtown Saint Paul.



Joe Spencer
President
Saint Paul Downtown Alliance



Melvin Carter
Co-Chair, Board of Directors
Mayor
City of Saint Paul



Chris Hilger
Co-Chair, Board of Directors
Chairman and CEO
Securian Financial

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JAI WINSTON, Knight Foundation

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BWBR

CITY OF SAINT PAUL

DISTRICT ENERGY SAINT PAUL

ECOLAB

EXETER GROUP

HEALTHPARTNERS

KNIGHT FOUNDATION

LARSON KING

MILLE LACS CORPORATE VENTURES

MINNESOTA WILD

ORDWAY THEATRE

OSBORN370

PAK PROPERTIES

RAMSEY COUNTY

SAINT PAUL AREA CHAMBER OF COMMERCE

SAINT PAUL PORT AUTHORITY

SAINT PAUL & MINNESOTA FOUNDATIONS

SCIENCE MUSEUM OF MINNESOTA

ST. PAUL SAINTS

SECURIAN FINANCIAL

TKDA