



# ANNUAL | 2019 REPORT | 2020

# DOWNTOWN BY THE NUMBERS

### PEOPLE & PLACES

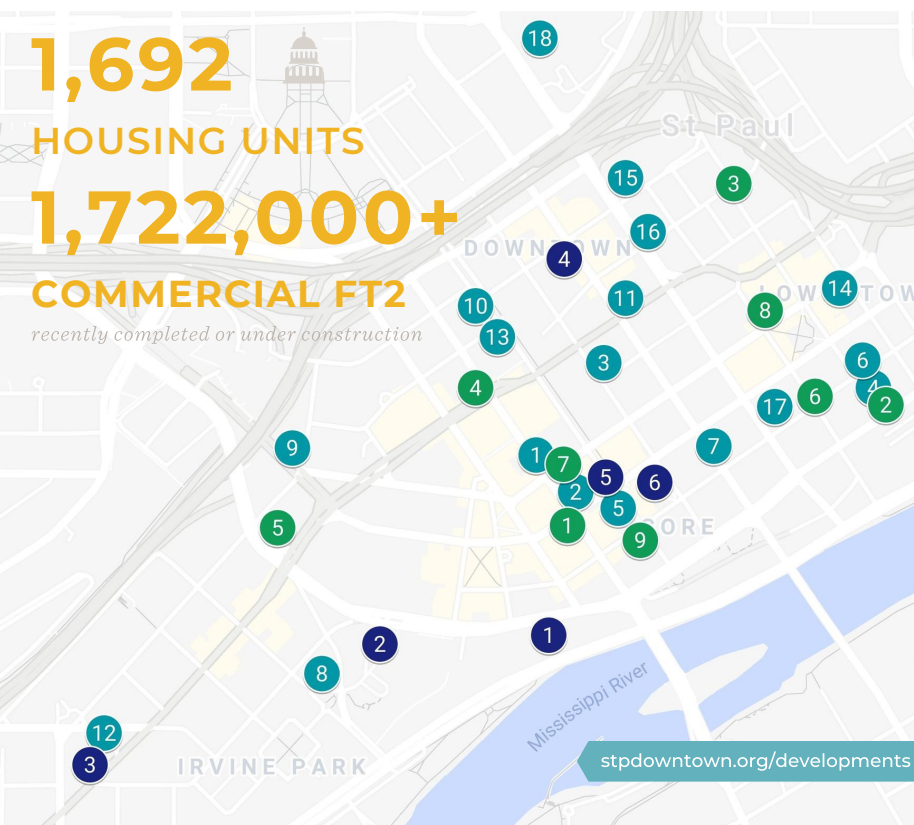
- 55,561 EMPLOYEES
- 9,845 RESIDENTS
- 5,817 HOUSING UNITS
- 33 PARK ACRES

### SPACE & VALUE

- 13.9M FT<sup>2</sup> OFFICE OCCUPIED
- \$4.2B PROPERTY VALUE
- \$139M BUILDING PERMITS
- \$60.3M TAX REVENUE

### GETTING AROUND

- 94 WALK SCORE
- 28,155 DAILY BUS RIDES
- 8,036 DAILY LRT RIDES
- 76 BIKE SCORE



## TRACKING DEVELOPMENT

- ### RECENTLY COMPLETED
- Treasure Island Center
  - Osborn370
  - The 428
  - Oaks Union Depot
  - Press House Apartments
  - Jax Building
  - The M
  - Irvine Exchange Apartments
  - Dorothy Day Place
  - Upper Mississippi Academy
  - Lofts at R7
  - Residence Inn
  - Celeste Hotel
  - Commission House
  - Drury Plaza
  - Springhill Suites
  - The Great Northern (180 East Fifth)
  - Regions Hospital
- ### UNDER CONSTRUCTION
- Saint Paul Building
  - 241 Kellogg Blvd
  - Gallery Saint Paul
  - Viking Building
  - Cleveland Circle
  - 341 Sibley (4th St. Station)
  - The Nicole (Ecolab University)
  - Park Square Court
  - Degree of Honor
- ### IN DEVELOPMENT
- Riversedge
  - RiverCentre Parking Ramp
  - 337 7th Street West
  - Pedro Park / PSA
  - YMCA
  - Central Station Land

## SAFE

### STREETS OF SUMMER

This 2019 pilot program was modeled after proven strategies from across the country for improving safety outcomes and downtown user experience, and demonstrated what a downtown improvement district could look like in Saint Paul. The full-time Street Team staff provided a multiplier effect for all the public safety efforts and resources in downtown.

- 1717 HOSPITALITY ASSISTS
- 273 ESCORT ASSISTS
- 151 BUSINESS CONTACTS
- 177 PROGRAM INFO ASSISTS

### COMMUNITY INVOLVEMENT

Lowertown Local, a weekly, socially distanced community gathering in Mears Park, brought together neighbors and friends for music and conversations during the summer 2020. Featuring local musicians like Desdamona, Ken Takata, Martin Devaney and others, these events strive to bring positive engagement into downtown and offer some of the usual downtown vibrancy despite the coronavirus pandemic.

Biweekly public safety check-in calls and the Downtown Alliance weekly newsletter provide regular ways for the community to stay informed on trends and happenings around downtown.



## CLEAN

### STREETS OF SUMMER

The Street Team had a tremendous impact on improving the overall cleanliness of downtown, which in turn improved perceptions of safety.

- 5,300+ GUM SPOTS REMOVED
- 84 BAGS OF LITTER REMOVED
- 547 GRAFFITI REMOVED
- 144 BLOCK FACES OF WEEDS REMOVED
- 362 GARBAGE CANS CLEANED

### DOWNTOWN CLEAN UP DAY

By dividing downtown into 25 zones, a crew of 50 volunteers cleaned more than 90 blocks of streets, parks and public spaces while maintaining social distance in May 2020.

## ENGAGEMENT

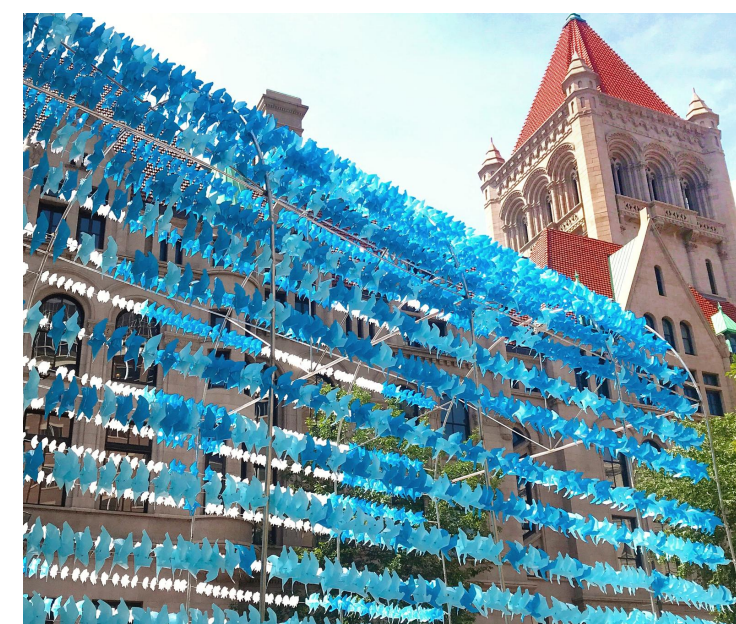
### ACTIVATIONS & INSTALLATIONS

The Lowertown Art Market at CHS Plaza features a dozen downtown artists each Sunday in August and September 2020 and offers an opportunity for neighbors and those visiting the farmer's market to shop locally and support the artist community.

In June 2020, Milligan Studios installed BETTER ANGELS, a 14-foot interactive sculpture at Landmark Plaza. More than 30 new mosaic masterpieces were also installed to transform trash cans around downtown during the summer.

### BUSINESS OUTREACH

The Downtown Alliance connected with more than 150 local businesses during the pandemic to offer support, synthesize constantly changing information and encourage consumers to keep dollars downtown through promotions like Small Business Bingo.



Greetings friends,

The Saint Paul Downtown Alliance entered its second year of operating with several programs and strategies built to drive more jobs and vitality into downtown Saint Paul. We completed the Streets of Summer program to pilot a potential downtown improvement district in Saint Paul. We worked with a team of economic development partners to attract new investments. And we engaged our public sector partners to get important, dedicated resources for downtown. We did everything we could to build on a downtown experiencing tremendous momentum and growth – and then COVID-19 hit.

At this point, our focus shifted to providing triage support. We reached out to local retailers, restaurants and storefront businesses, and created a one-stop-shop to learn which businesses are open, which deliver, and where to get takeout. We filtered and framed the avalanche of information coming from local, state, county and federal government to assist our downtown businesses. We held promotions like Small Business Bingo to help keep as many doors open as possible. As things progressed, we held safe, socially distanced gatherings where the downtown community could listen to live music and visit with one another. When our community was shaken in the wake of George Floyd’s killing, we were proud to partner with the Midway Chamber and Saint Paul Area Chamber of Commerce to raise nearly \$1 million for the We ♥ Saint Paul fund.

The beauty of downtown Saint Paul is that it is a gathering place for our entire region. With 9,000 residents, it is one of the fastest-growing parts of the city with a population that has doubled since the last census. There are approximately 55,000 workers that power the economy from startups to Fortune 500 companies. And an estimated 8 to 10 million visitors flock to downtown Saint Paul for sports, festivals, arts events and restaurants each year. People are what drive our vitality, and this pandemic has drastically limited the number of people spending time downtown beyond our residents and essential workers.

But we remain hopeful. Businesses and people have been finding innovation, efficiencies and quality of life benefits in growing downtowns for the last several decades, and they will continue to be a critical place now and in the future. The city, state and region still need a strong and vibrant downtown Saint Paul, and the work we’ve done the past year has laid a strong foundation for us to weather COVID-19 and come out stronger than before. A large part of that foundation is ensuring the basics – safety, cleanliness and a welcoming environment for everyone. We also need to make sure that what makes our downtown that unique gathering place lives on, even if a bit differently – from our charming streets and award-winning restaurants to opening night at the theater and hockey playoffs. And we need to make sure the world knows what a special place downtown Saint Paul is, and how important it is to our economic future. We’ll keep doing our part, and we’re deeply grateful to all of you for your continued commitment and support.



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  
Seucrian Financial

## BOARD OF DIRECTORS

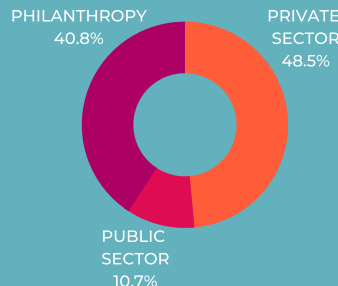
- CO-CHAIR  
MAYOR MELVIN CARTER, City of Saint Paul
- CO-CHAIR  
CHRIS HILGER, Securian Financial
- SECRETARY  
B. KYLE, Saint Paul Area Chamber of Commerce
- TREASURER  
MATT MAJKA, Minnesota Wild
- DOUG BAKER, Ecolab
- CHRIS CLARK, Xcel Energy
- JEANNE CRAIN, Bremer Bank
- JAMIE GRANT, Ordway Center for the Performing Arts
- LEE KRUEGER, Saint Paul Port Authority
- JAMES MCCLEAN, CapitolRiver Council
- JIM MCDONOUGH, Ramsey County Board of Commissioners
- JOSEPH NAYQUONABE, JR., Mille Lacs Band of Ojibwe
- REBECCA NOECKER, Saint Paul City Council
- ANDY REEHER, Blackbaud
- JIM SCANNELL, Travelers
- KEN SMITH, District Energy
- JIM STOLPESTAD, Exeter Group
- ANDREA WALSH, HealthPartners
- JAI WINSTON, Knight Foundation
- CHARLIE ZELLE, Metropolitan Council

## INVESTORS

- ALLINA HEALTH
- BREMER BANK
- BLACKBAUD
- BRIDGEWATER BANK
- BUSH FOUNDATION
- BWBR
- CHIP & AMY PEARSON FOUNDATION
- CITY OF SAINT PAUL
- DISTRICT ENERGY SAINT PAUL
- ECOLAB
- EXETER GROUP
- HEALTHPARTNERS
- JOHN & RUTH HUSS
- KNIGHT FOUNDATION
- LARSON KING
- LOWELL HELLERVIK
- M HEALTH FAIRVIEW
- MCKNIGHT FOUNDATION
- 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
- ST. PAUL SAINTS
- SECURIAN FINANCIAL
- TRAVELERS
- TKDA
- US BANK
- XCEL ENERGY

## 2019 FINANCIALS

REVENUE  
\$700,837



EXPENSES  
\$700,837

