2022

ANNUAL REPORT

Saint Paul Downtown Alliance

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Saint Paul, MN 55101

@StPLdowntown
STPDOWNTOWNALLIANCE.ORG

TABLE OF CONTENTS

LETTER 03

2022 FINANCIALS 04

2022 DOWNTOWN BY THE NUMBERS 05

DOWNTOWN IMPROVEMENT DISTRICT 06

STORIES 08

A NEW LEASE ON DOWNTOWN 10

FRIENDLY FACES IN THE IN-BETWEEN SPACES 12

THE MOST WONDERFUL TIME (AND PLACE) OF THE YEAR 14

STEPS & STOPS AND BRAND-NEW SPOTS 15

GREETINGS FRIENDS AND NEIGHBORS,

The Saint Paul Downtown Alliance was created with the mission of building a strong, vibrant downtown Saint Paul for everyone. Our work has consisted in the in-between; strengthening the connective tissue that binds our diverse opportunities to explore downtown. From entertainment venues to meeting spaces. From businesses to restaurants, events, and gatherings. That connective tissue grows stronger as we bring people together, advocate for downtown's success, and create special and unique experiences in unexpected places.

In 2022, we continued to care for those in-between spaces in our downtown through our friendly and talented Street Team and the Downtown Improvement District staff. We brought together stakeholders to discuss public safety issues and help guide our partners at the Saint Paul Police Department, Ramsey County Attorney's Office, and the City of Saint Paul when it came to allocating resources and finding solutions. We supported our local businesses and employers as foot traffic picked up downtown following what we hope was the worst of the COVID-19 pandemic. We served as advisers on several important projects and topics that are crucial to downtown, from transformational developments like RiversEdge to the governance and management of our skyways. And of course, we brought people downtown to experience the magic of the holidays, the excitement of hockey season, and more.

As we approach our five-year mark, we have big plans for downtown Saint Paul. We are invested in the people who will shape downtown's future — the entrepreneurs, the artists, the workers, and our residents. What makes our community special is the people who drive it forward, and together we can make downtown a place of growth for everyone.

Melvin Carter
CO-CHAIR, BOARD OF DIRECTORS
Mayor, City of Saint Paul

Matt Majka
CO-CHAIR, BOARD OF DIRECTORS
President, Minnesota Wild

Joe Spencer

President, Saint Paul Downtown Alliance

BOARD OF DIRECTORS

Melvin Carter
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Matt Majka
CO-CHAIR, BOARD OF DIRECTORS
President, Minnesota Wild

Jeanne Crain
VICE CHAIR
President and CEO, Bremer Bank

Megan Remark
SECRETARY
President, Regions Hospital

B Kyle
TREASURER
President, St. Paul Area Chamber

Christophe Beck
President and CEO,
Ecolab

Chris Clark
President,
Xcel Energy

Richard Dobransky
President,
Morrissey Hospital

Chris Hilger
Chairman, President and CEO,
Securian Financial

Christopher Harrington
President and CEO,
Ordway

Todd Hurley
President and CEO,
Saint Paul Port Authority

Abdirahman Kahin
Owner,
Afro Deli

Trista MatasCastillo
Commissioner,
Ramsey County Board

James McClean
CapitolRiver Council,
Resident

Rebecca Noecker
Saint Paul City Council,
Member

Andy Reeher
Tech Entrepreneur

Jim Scannell
SVP, Administrative Services,
Travelers

Ken Smith
President and CEO,
District Energy

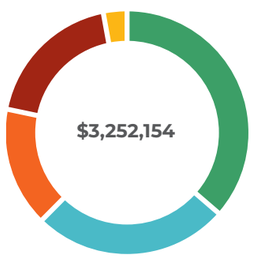
Jai Winston
Saint Paul Program Director,
Knight Foundation

Charlie Zelle
Chair,
Metropolitan Council

2022

FINANCIALS

REVENUE



36% SPDID CONTRACT

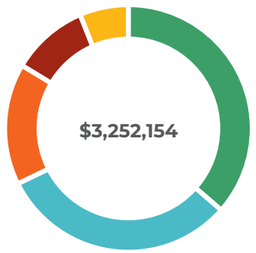
26% PRIVATE SECTOR

15% PUBLIC SECTOR

19% PHILANTHROPY

3% SPONSORSHIP

EXPENSES



36% SPDID CONTRACT

32% LET'S GROW CAMPAIGN

16% OPERATIONS & ADMIN

10% RESTRICTED FOR 2023

6% PROGRAMMING

DOWNTOWN

BY THE NUMBERS

HIGHER THAN 2020-2021 | LOWER THAN 2020-2021 | NO CHANGE

↑ 3%
10,572
RESIDENTS

↑ 1%
6,760
HOUSING UNITS

2022 saw a 3% increase in residential population, which is great news for the long term strength and vitality of downtown. Building additional housing units in downtown will be critical in the coming years.

↑ 12%
4,507
DAILY LRT RIDES

↑ 27%
6,635
DAILY BUS RIDES

Transit ridership continues to rebound as more workers and visitors returned to downtown in 2022.

↑ 3%
$66.9M
TAX REVENUE

-
$4.5B
PROPERTY VALUE

↓ 23%
$115M
BUILDING PERMITS

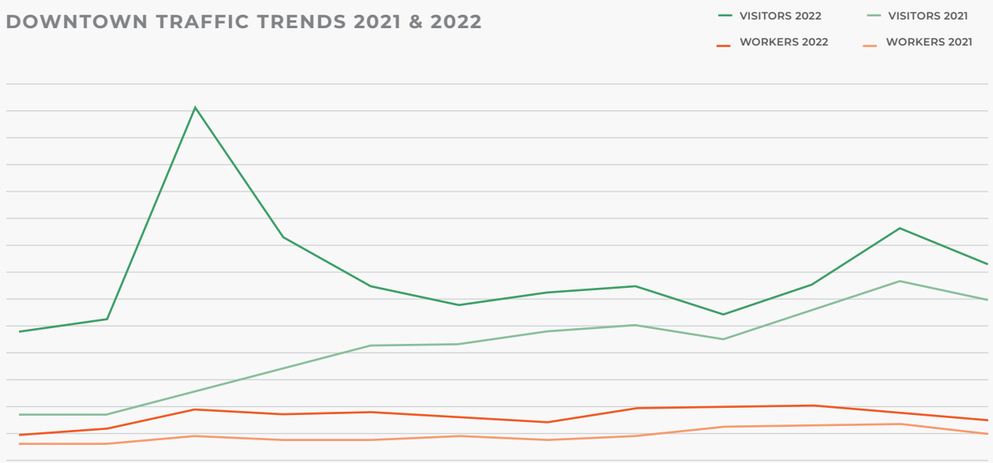
-
13.6M
SQUARE FEET
OFFICE OCCUPIED

↓ 3%
53,663
WORKERS

-
84
BIKE SCORE

-
94
WALK SCORE

DOWNTOWN TRAFFIC TRENDS 2021 & 2022



CREATING A SAFER, CLEANER DOWNTOWN FOR EVERYONE

DEAR NEIGHBORS,

2022 was a year of growth for the Saint Paul Downtown Improvement District (SPDID). We settled into a new office space in Wells Fargo Place and focused on building out a high-visibility Street Team program with enhanced capacity and foot patrols, which at its peak this summer included 31 ambassadors.

Our team spent 2022 in the field day and night, through rain, shine and snow. We provided increased cleaning services, including sidewalk and gutter sweeping, pressure washing, and graffiti and trash removal. And we continued to be friendly faces downtown, giving directions and providing safety escorts.

In the Safety Communications Center (SCC), we expanded the number of contributed private cameras from 49 to 114, improving public safety outcomes. We also added new private security teams to the SafetyComms network, which now connects 34 properties with dispatchers in the SCC and the Street Team, so they can share safety and security information in real time. Throughout it all, our ambassadors, operations manager and dispatch team's mission remained the same: to help create an environment that is clean, safe and friendly.

We are grateful for our property owners, public safety partners, local elected officials, and board members for their continued support of our efforts, and we look forward to another successful year of creating a safer, cleaner downtown for everyone.

John Bandemer
DIRECTOR OF SAFETY STRATEGIES

BOARD OF DIRECTORS

Clinton Blaiser
CHAIR
Halvorson & Blaiser Group

Zachary Atherton-Ely
VICE CHAIR
Mille Lacs Corporate Ventures

Patrick Skinner
TREASURER
Unilev Management

Kris Taylor
SECRETARY
Ecolab

Jerry Hersman
Frauenshuh

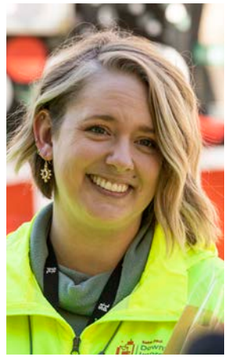
Nicole Hansen
Securian Financial

Jean Krueger
Ramsey County

Matt Majka
Minnesota Wild

Todd Geller
Victory Capital

Pat Wolf
Commercial Real Estate Services



MEET OUR OPERATIONS MANAGER

In January 2022, SPDID hired Ashley Borud as its new operations manager. Ashley works with our growing Street Team ambassadors to make downtown Saint Paul a beautiful and friendly place every single day. She oversees the Street Team ambassadors and dispatch team, which are consistently growing, and she helps train new employees. Prior to joining our team, Ashley worked with the Minneapolis DID for eight years as both an ambassador dispatcher and an operations supervisor; her expertise has been an invaluable resource.

"THE TEAM HERE REALLY WANTS TO MAKE A POSITIVE IMPACT IN THE LIVES OF OTHERS, AND TO FEEL THAT CARE ONLY MOTIVATES ME TO PUT THAT CARE AND COMPASSION INTO OTHER PEOPLE AS WELL."

ABOUT THE SPDID

41
BLOCKS

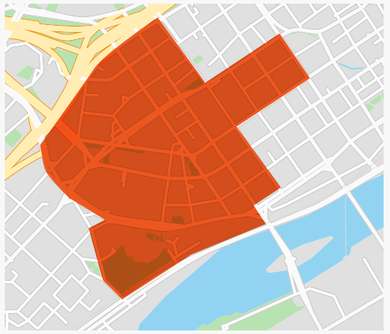
34
SAFETYCOMMS PROPERTIES

17
STREET TEAM AMBASSADORS

616
HOURS OF SERVICE EACH WEEK

601
OUTREACH REFERRALS

1,568
PIECES OF GRAFFITI REMOVED



The boundary zone of the SPDID. Over time, the district plans to expand to cover all of downtown.

TO REQUEST STREET TEAM ASSISTANCE WITHIN THE SPDID REACH OUT TO THE SCC DISPATCH:

651-236-0284
INFO@SPDID.ORG

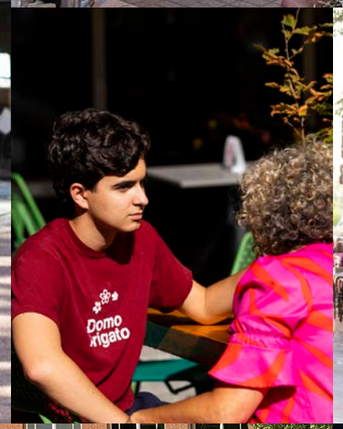
"As business and property owners engaged in this work—and as a downtown resident myself—we can see our investment and efforts paying off to create a more vibrant, safer downtown that we all take great pride in."

CLINTON BLAISER

LEARN MORE ABOUT THE SPDID

THE PEOPLE & STORIES

THAT MOVED US THIS YEAR



A NEW LEASE ON DOWNTOWN

RAMMY MOHAMED

It was always fashion designer and artist Rammy Mohamed's dream to have her own space for both creating and selling her custom clothing.

When she heard about the Saint Paul Downtown Alliance's Grow Downtown initiative, offering six months of free retail space in downtown Saint Paul, she jumped at the opportunity. Now, you can walk through the skyway in Wells Fargo Place to browse some luxurious outfits at Ramadhan Designs.

"MY FAMILY AND I MOVED TO SAINT PAUL IN 1999. THIS CITY GAVE SO MUCH TO ME, AND I WANT TO CONTRIBUTE TO THE CITY I LOVE SO MUCH IN A POSITIVE WAY."

Launched in 2022, Grow Downtown is bringing new life to empty storefronts by hosting local businesses and boosting community engagement in public spaces through events, art installations, and activations, all while continuing to promote downtown Saint Paul.

Rammy is one of several entrepreneurs who now call downtown Saint Paul home, thanks to the Grow Downtown initiative. Others include a Turkish home goods store, Petek Trading Co., an Indigenous heart medicine gift shop, Blue Hummingbird Woman, and Trinity House Coffee with more to come in 2023.

Models showcase Rammy's designs

ABOUT GROW DOWNTOWN:

14,000+
SQUARE FEET OF VACANT RETAIL SPACE FILLED

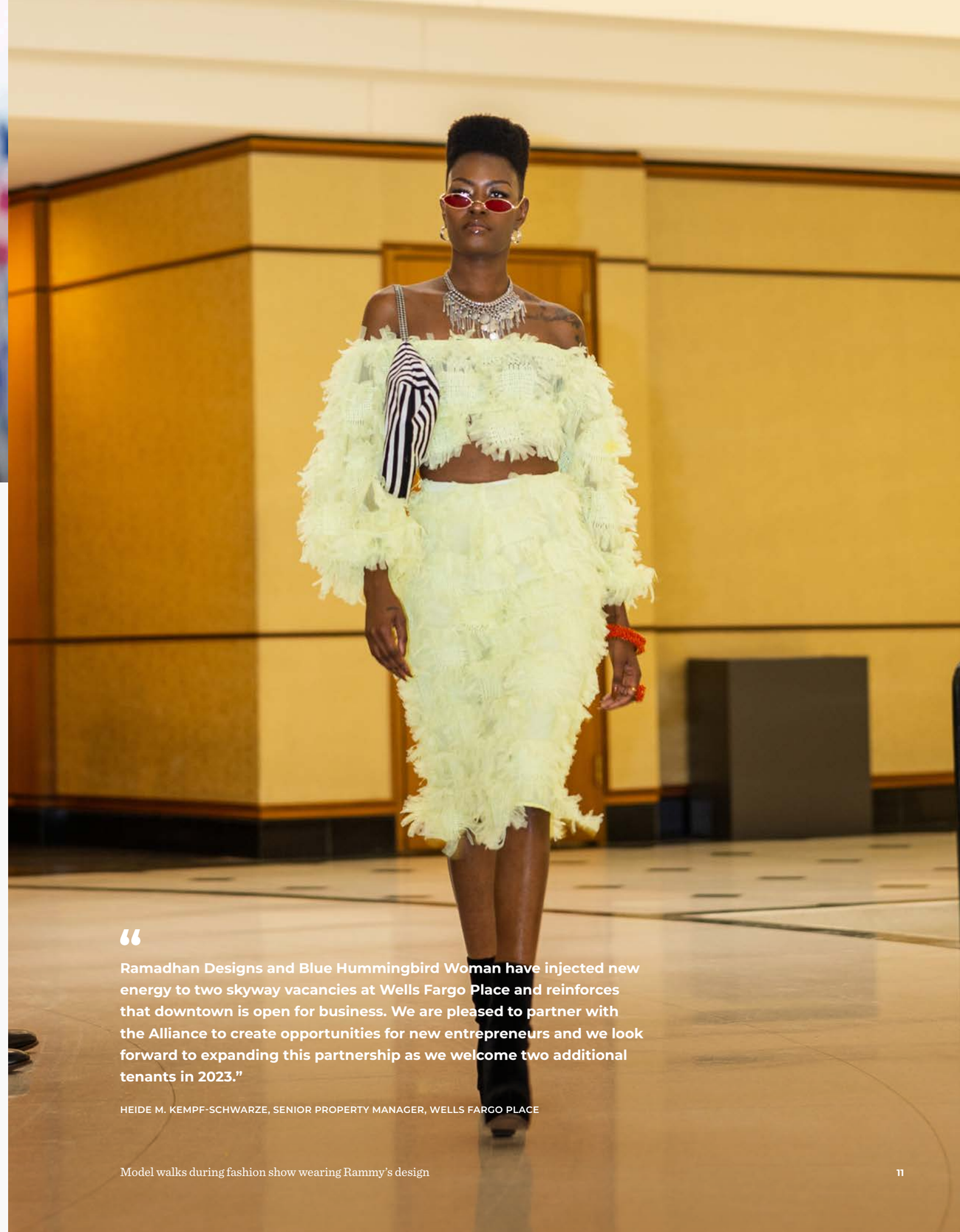
6
NEW BUSINESSES OPENED IN 2022

4
LARGE SCALE PUBLIC ART INSTALLATIONS

89%
WMBE BUSINESSES

2022 Winner
MINNESOTA SHOPPING CENTER ASSOCIATION'S INNOVATION IN RETAIL STARR AWARD

LEARN MORE ABOUT GROW DOWNTOWN BUSINESSES



"Ramadhan Designs and Blue Hummingbird Woman have injected new energy to two skyway vacancies at Wells Fargo Place and reinforces that downtown is open for business. We are pleased to partner with the Alliance to create opportunities for new entrepreneurs and we look forward to expanding this partnership as we welcome two additional tenants in 2023."

HEIDE M. KEMPF-SCHWARZE, SENIOR PROPERTY MANAGER, WELLS FARGO PLACE

Model walks during fashion show wearing Rammy's design

“The security team at Saint Paul RiverCentre and Xcel Energy Center have made frequent comments about their positive interactions with George from the Street Team. The collaboration between the venues and the Street Team have resulted in connecting community members in need to available services. Prompt service, paired with his warm demeanor, make George a true asset to the Street Team.”

KATE SETLEY, EXECUTIVE DIRECTOR, SAINT PAUL RIVERCENTRE AND ROY WILKINS AUDITORIUM

FRIENDLY FACES IN THE IN-BETWEEN SPACES

George Vaughn spreading joy downtown

Saint Paul Street Team Ambassador George Vaughn loves getting to spend his days meeting new people and showing them around or lending a hand downtown. “When I see them smile, it makes me smile.”

George is one of 17 ambassadors who pick up trash, clean up graffiti and provide wayfinding help to visitors in the Saint Paul Downtown Improvement District (SPDID), which launched in 2021. The Street Team, donned in brightly colored shirts, also acts as another set of eyes for the Safety Communications Center and public safety partners at the City of Saint Paul and Metro Transit. The collective SPDID team has been crucial downtown, providing an additional feeling of safety and welcoming for visitors and support for Saint Paul’s public safety professionals.

ABOUT THE STREET TEAM:

17
STREET TEAM AMBASSADORS

2130
ASSISTANCE ESCORTS

2177
BUSINESS CONTACTS

1065
SPECIAL PROJECT HOURS

1972
BAGS OF LITTER REMOVED

284,000+
PIECES OF TRASH REMOVED

LEARN MORE ABOUT THE STREET TEAM

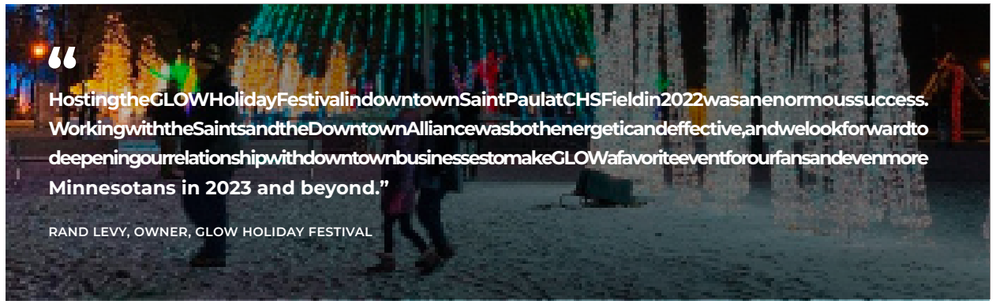
THE MOST WONDERFUL TIME (AND PLACE) OF THE YEAR

When the Salvation Army was looking to donate a 40-foot tree, Saint Paul Downtown Alliance President Joe Spencer said, "I know where you could put that!" And thus began a new partnership for the annual Rice Park tree lighting — one of many signature and new events that lit up downtown Saint Paul this holiday season.

From the European Christmas Market at Union Depot to the GLOW festival at CHS Field to Beauty and the Beast at the Ordway, thousands of families poured into downtown Saint Paul to take in the holiday cheer.

And thanks to the support of the Alliance, a fun, free trolley made its way from one end of downtown to the other to bring folks to events and local businesses all season long.

Downtown Saint Paul's reputation as holiday central was solidified with the Alliance's "Saint Paulidays" campaign, shining a light on all the fun happening around downtown from November through December. Rice Park was even livestreamed on the Hallmark Channel for people to view all over the world, after being named an official, real-life "Hallmark Channel Christmas town."



"Hosting the GLOW Holiday Festival in downtown Saint Paul at CHS Field in 2022 was an enormous success. Working with the Saints and the Downtown Alliance was both energetic and effective, and we look forward to deepening our relationship with downtown businesses to make GLOW a favorite event for our fans and even more Minnesotans in 2023 and beyond."

RAND LEVY, OWNER, GLOW HOLIDAY FESTIVAL

ABOUT DOWNTOWN EVENTS:

208
SAINT PAULIDAY EVENTS

1.3M
VISITS IN NOVEMBER AND DECEMBER

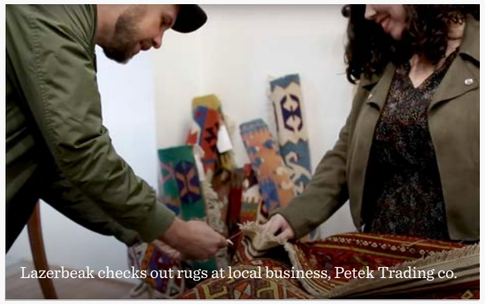
+20%
OVER 2021

LEARN MORE ABOUT DOWNTOWN EVENTS

STEPS & STOPS AND BRAND NEW SPOTS

In 2022, we used our channels to showcase the wonderful restaurants, retail and entertainment downtown, both new businesses and longtime favorites.

Artist and music producer Lazerbeak took us on a trip to his favorite spots — all just steps away from each other — including the Children's Museum where he takes his three kids, Pillbox Tavern for a pre-show meal, and then on to KJ's Hideaway and Palace Theatre for some live music, with a quick stop to say "hi" to the Street Team in between.



Lazerbeak checks out rugs at local business, Petek Trading co.

"AS A KID, I GREW UP ON THE OTHER SIDE OF THE RIVER, BUT AS I'VE GOTTEN OLDER, I'VE SPENT A TON OF TIME HANGING OUT IN DOWNTOWN SAINT PAUL," SAID LAZERBEAK. "IT'S REALLY JUST A BEAUTIFUL PLACE — LIKE A SMALL TOWN BUT STILL A BIG CITY."

"We absolutely love our hidden space in the Hamm Building on 7th Place and have had an incredible first year in business. It's a unique honor to promote and support artists at the only speakeasy downtown, and we love seeing the thrill our guests have coming down the stairs and stepping into a special haven for music and jazz."

JEREMY AND KRISTEN SIERS, OWNERS, KJ'S HIDEAWAY

ABOUT DOWNTOWN MARKETING:

13
NEW VIDEOS SPOTLIGHTING DOWNTOWN BUSINESSES

2.1+
MILLION VIEWS

+13%
NEWSLETTER SUBSCRIBER GROWTH

+44%
FACEBOOK GROWTH

58%
INSTAGRAM GROWTH

WATCH LAZERBEAK'S STEP & STOPS VIDEO AND MORE NEW BIZ PROFILES

Saint Paul

Your place to grow.

INVESTORS

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Bremer Bank
Bush Foundation
BWBR
City of Saint Paul
District Energy Saint Paul
Ecolab
HealthPartners
John and Ruth Huss
Knight Foundation
Larson King
M Health Fairview
McKnight Foundation
Mille Lacs Corporate Ventures
Minnesota Wild
Ordway Theatre
Osborn370
Pak Properties
Ramsey County
Andrew and Ellen Reeher
St. Paul Area Chamber
St. Paul Saints
Saint Paul Port Authority
Saint Paul and Minnesota Foundations
Securian Financial
Travelers
TKDA
US Bank
Wellworth
Xcel Energy