Greetings friends,

What a year it has 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 consumer and business decision makers’ perceptions of downtown Saint Paul. That data informed 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 business improvement districts in downtown Saint Paul. This brought 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 safe. 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 the 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.
**CONSTRUCTION BY THE NUMBERS**

- **75,000** Employers
- **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. Downtown Island Center
- 2. Thomas 59
- 3. The 40K
- 4. Shadesatin
- 5. Sibley's Residences
- 6. Park Place Court
- 7. Cairo Hotel
- 8. 300 East Fifteenth Street

**UNDER CONSTRUCTION**

- 1. LeMieux 57
- 2. Regions Hospital
- 3. Downtown Station
- 4. Blighted Sites
- 5. Park Place Court
- 6. Garage Street
- 7. Joe Building
- 8. 300 East Fifteenth Street

**IN DEVELOPMENT**

- 1. Pedro Park/SEA
- 2. BeetlCJue Building Group
- 3. 45th & Station Building
- 4. South Block
- 5. UMCA
- 6. Central Station Land
- 7. Central Station
- 8. Residences

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**PLACEMAKING**

**POP UP 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

**STREETS OF SUMMER**
June - August, 2019
- 547 GRAPHS
- 1717 IMAGES
- 28 PAIRS OF LETTERS

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**ENGAGEMENT**

**ADVOCACY**

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

Priority areas from year one:

- LIFTING 15,000 LICENSING RESTRICTIONS FOR RESTAURANTS
- INCREASING HYDRANT TALL
- EVALUATING SIGNS AND ADVERTISING RESTRICTIONS
- INCREASING SPECIAL EVENT PERMITS

**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 employers and CEOs, elected officials and public servants, and residents and visitors.

More than 15,000 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.

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**NEWSLETTER**

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

- 59 ISSUES
- 3,380 CLICKS
- 294 STORIES
- 37% OPEN RATE

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"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."

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**STAKEHOLDER QUOTE**