**DOWNTOWN SAINT PAUL BY THE NUMBERS**

- **55,500** Employees
- **14.2M FT² Office Occupied**
- **6 Schools & Universities**
- **3 Health Care Campuses**
- **8,700 Residents**
- **5,576 Housing Units**
- **132 Bars & Restaurants**
- **22 Parks**

**900,000+ Commercial Square Feet**

**1,000 Units**

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**PLACEMAKING**

**POP UPS AT CENTRAL STATION**

August - October, 2018

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

**STREETS OF SUMMER**

June - August, 2019

- 491 Graffiti Removed
- 489 Hospitality Assets
- 28 Base of Litter Removed

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**ENGAGEMENT**

**ADVOCACY**

The Downtown Alliance advocates for property owners, businesses, and residents 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
- Revitalizing sidewalks and advertising restrictions
- Increasing special event permit caps

**RESEARCH**

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

One of our first endeavors has been to capture what makes downtown Saint Paul an unsuitable 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.

**NEWSLETTER**

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

Since launching in April 2018 subscribers have increased by 27%.

**59** LIKES

**3,380** CLICKS

**294** STORIES

**37%** OPEN RATE

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**QUOTES**

“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**
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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