ANNUAL REPORT 2019 2020
DOWNTOWN BY THE NUMBERS

PEOPLE & PLACES
- 5,817 Housing Units
- 5,561 Employees
- 9,845 Residents

SPACE & HOUSING UNITS
- 1,692 People
- 1,692 Housing Units

COMMUNITY INVOLVEMENT
- Downtown Local, a weekly socially distanced community gathering in Meares 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.

Bi-weekly 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.

SAFE

STREETS OF SUMMER
This 2018 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.

COMMUNITY INVOLVEMENT

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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.

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 Field 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 artists.

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 Love 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
Securian Financial

BOARD OF DIRECTORS

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MAYOR MELVIN CARTER, City of Saint Paul

CO-CHAIR
CHRIS HILGER, Securian Financial
SECRETARY
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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, CapitalRiver 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 HELLEVIK
M HEALTH FAIRVIEW
MCKNIGHT FOUNDATION
MILLE LACS CORPORATE VENTURES
MINNESOTA WILD
ORDWAY THEATRE
OSBORNE790
PAK PROPERTIES
RAMSEY COUNTY

SAINT PAUL AREA CHAMBER OF COMMERCE
SAINT PAUL PORT AUTHORITY
SAINT PAUL & MINNESOTA FOUNDATIONS
ST. PAUL SAINTS
SECURIAN FINANCIAL
TRAVELERS
TKE
US BANK
XCEL ENERGY

2019 FINANCIALS

REVENUE
$700,837

PHILANTHROPY 40.8%
PRIVATE SECTOR 48.5%
PUBLIC SECTOR 10.7%

EXPENSES
$700,837

RESERVES 18.6%
OPERATIONS & ADMIN 40.7%
PROGRAMMING EXPENSES 33.6%
COMMUNICATIONS 7.7%