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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
2022 FINANCIALS

REVENUE

$3,252,154

36% SPONSORSHIP
15% PUBLIC SECTOR
3% SPONSORSHIP

EXPENSES

$3,252,154

36% SPONSORSHIP
26% PRIVATE SECTOR
36% SPONSORSHIP
16% OPERATIONS & ADMIN
6% PROGRAMMING

DOWNTOWN

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.

DOWNTOWN TRAFFIC TRENDS 2021 & 2022

VISITORS 2021
VISITORS 2022
WORKERS 2021
WORKERS 2022

DOWNTOWN BY THE NUMBERS

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

10,572
6,760
12%
27%

$66.9M
$4.5B

13.6M
53,663

84
94

3% DAILY LRT RIDES
- DAILY BUS RIDES

3% TAX REVENUE
3% PROPERTY VALUE

3% SQUARE FEET OFFICE OCCUPIED
- WORKERS

- BIKE SCORE
- WALK SCORE

10,572 RESIDENTS
6,760 HOUSING UNITS
12% DAILY LRT RIDES
27% DAILY BUS RIDES
$66.9M TAX REVENUE
$4.5B PROPERTY VALUE
13.6M SQUARE FEET OFFICE OCCUPIED
53,663 WORKERS
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

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.”

CLINTON BLAISER

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

ABOUT THE SPDID

<table>
<thead>
<tr>
<th>BLOCKS</th>
<th>SAFETYCOMMS PROPERTIES</th>
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<tbody>
<tr>
<td>41</td>
<td>34</td>
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<table>
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<tr>
<th>STREET TEAM AMBASSADORS</th>
<th>HOURS OF SERVICE EACH WEEK</th>
<th>PIECES OF GRAFFITI REMOVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>616</td>
<td>1,568</td>
</tr>
</tbody>
</table>

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 CONTACT 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

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
THE PEOPLE & STORIES THAT MOVED US THIS YEAR
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.”

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.

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 H. KEMPFT-SCHWARZE, SENIOR PROPERTY MANAGER, WELLS FARGO PLACE
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.

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

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
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 signatures 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.”

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.

“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.”

ABOUT DOWNTOWN EVENTS:

208 SAINT PAULIDAYS EVENTS
1.3M VISITS IN NOVEMBER AND DECEMBER
+20% OVER 2021

ABOUT DOWNTOWN MARKETING:

We absolutely love your 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 the only speakeasy downtown and we love seeing the hills guests have coming down the stairs and stepping into a special haven for music and jazz.”

JEREMY AND KRISTEN SIERS, OWNERS, KJ’S HIDEAWAY

NEW VIDEOS SPOTLIGHTING DOWNTOWN BUSINESSES
MILLION VIEWS
+44% FACEBOOK GROWTH
58% INSTAGRAM GROWTH

WATCH LAZERBEAK’S STEPS & STOPS VIDEO AND MORE NEW BIZ PROFILES

LEARN MORE ABOUT DOWNTOWN EVENTS

LEARN MORE ABOUT DOWNTOWN EVENTS
INVESTORS

Allina Health
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

STPDOWNTOWNALLIANCE.ORG