



2023

Annual Report

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GREETINGS FRIENDS AND NEIGHBORS,

As the Saint Paul Downtown Alliance celebrated its fifth anniversary in 2023, we are reflecting proudly on the remarkable resilience and growth our downtown has achieved in the face of collective challenges and change. We're excited to present this year's annual report, including a timeline highlighting key milestones and achievements that shaped our journey.

A reflection of the past five years would be incomplete without acknowledging the overwhelming impact of COVID-19. Our clear vision and strategic approach employed since our founding in 2018 proved invaluable in guiding us through the worst of the pandemic. Amidst many changes and uncertainties, we've remained steadfast in our commitment to address the ever-evolving needs of our downtown community – most notably through the launch of the Downtown Improvement District in 2021, aimed at prioritizing the safety and cleanliness of our historic downtown.

Even in the face of great change, the Alliance and our many partners worked together to support downtown, hosting events that safely brought us together and providing resources to the businesses, culture and arts organizations, and residents who make downtown an incredible community. Over the past five years, we've been able to employ inspiring art installations, show-stopping performances, impressive investments and groundbreaking initiatives with the goal of enhancing downtown's vibrancy while maintaining its status as a safe and inclusive hub for businesses, residents and entertainment.

We owe a tremendous amount of gratitude to our dedicated staff, board members and generous donors. It is because of you that we have achieved and overcome so much and built a strong foundation for the future. With your continued support, we are excited to embark on the next chapter of our journey, dedicated to making downtown Saint Paul a place to grow and thrive for everyone.



Melvin Carter

Melvin Carter
HONORARY CO-CHAIR
Mayor, City of Saint Paul



Matt Majka

Matt Majka
CHAIR
President, Minnesota Wild

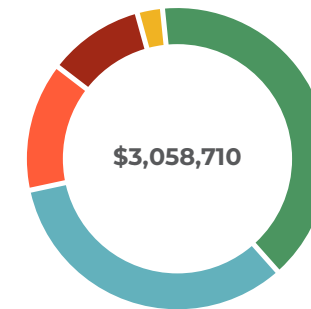


Joe Spencer

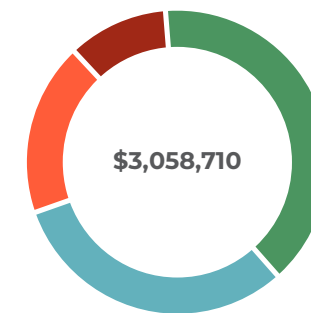
Joe Spencer
PRESIDENT
President, Saint Paul Downtown Alliance

2023 FINANCIALS

REVENUE



EXPENSES



BOARD OF DIRECTORS

Melvin Carter
HONORARY CO-CHAIR
Mayor, City of Saint Paul

Matt Majka
CHAIR
President, Minnesota Wild

Jeanne Crain
VICE CHAIR
President & CEO, Bremer Bank

Megan Remark
SECRETARY
President, Regions Hospital

B Kyle
TREASURER
President & CEO, St. Paul Area Chamber

Christophe Beck
President & CEO,
Ecolab

Chris Clark
President,
Xcel Energy – MN, ND, SD

Richard Dobransky
President,
Morrissey Hospital

Christopher Harrington
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Ordway

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Chris Hilger
Chairman, President & CEO,
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Todd Hurley
President & CEO,
Saint Paul Port Authority

Abdirahman Kahin
Owner,
Afro Deli

James McClean
CAAPB,
Downtown Resident

Rebecca Noecker
Councilmember,
Saint Paul City Council

Rafael Ortega
Commissioner,
Ramsey County Board

Andy Reeher
CEO,
Brighton Science

Ken Smith
President and CEO,
District Energy

Rick Smith
Regional President,
Travelers

Jai Winston
Program Director,
Saint Paul Knight Foundation

Charlie Zelle
Chair,
Metropolitan Council

DOWNTOWN

BY THE NUMBERS

HIGHER THAN 2021-2022

LOWER THAN 2021-2022

NO CHANGE

↑ 6%

11,229

RESIDENTS

↑ 8%

7,288

HOUSING UNITS

↑ 4%

92.5%

RESIDENTIAL OCCUPANCY

In 2023, the residential population experienced a 6% increase, a positive sign for the long-term growth and vibrancy of downtown. Both housing unit occupancy and residential occupancy increased in 2023, with property owners representing 20% of the downtown population and renters representing 80%.

-

\$4.5B

PROPERTY VALUE

↑ 11%

\$74.3M

TAX REVENUE

↑ 45%

\$166M

BUILDING PERMITS

2023 saw a jump in building permits as construction resumed following a stall in 2022.

↓ 15.6%

45,265

WORKERS

↓ 3%

13.2M

SQUARE FEET OFFICE OCCUPIED

↑ 1.4%

89.5%

OVERALL OFFICE OCCUPANCY

While the data now reflects a change in the number of people working downtown, overall office occupancy is increasing as offices continue to right-size and buildings convert.

↑ 43%

6,431

DAILY LRT RIDES

↑ 27%

8,400

DAILY BUS RIDES

-

94

WALK SCORE

As more people made their way back to downtown in 2023, transit ridership and traffic continues to steadily increase.

TRACKING DOWNTOWN DEVELOPMENT

SINCE 2018

+2,050

HOUSING UNITS

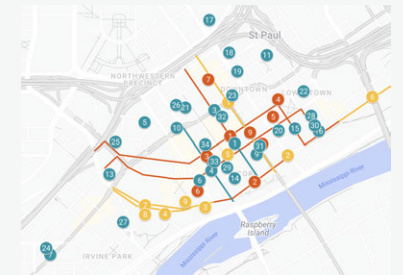
+685

HOTEL ROOMS

10

COMMERCIAL CONVERSION PROJECTS

See the interactive map at: stpdowntownalliance.org/economic-development



DEVELOPMENT

DOWNTOWN INVESTMENT STRATEGY: A BOLD APPROACH TO FURTHERING DENSITY, VITALITY AND DESIRABILITY IN DOWNTOWN SAINT PAUL



In 2023, the Alliance launched an effort in partnership with public and private stakeholders to create a development strategy that furthers density, vitality and desirability in downtown Saint Paul. The Downtown Investment Strategy will identify three to five priority development opportunities and/or initiatives based on stakeholder input, community engagement, market analysis and an economic impact assessment.

The Alliance hired urban strategy consulting firm James Lima Planning + Development (JLP+D) to develop the Downtown Investment Strategy, along with the local Minneapolis office of global design firm Perkins+Will and Saint Paul-based real estate and engagement firm NEOO Partners.

Informed by research and engagement, the Alliance's goals for downtown include:

- Adding 20,000 residents (to a total of 30,000, or 10% of the city's population)
- Adding 20,000 workers (to a total of 75,000, or 50% of citywide jobs)
- Increasing the number of annual visitors by 20% to reach 10 million

Market and economic analyses were conducted in winter and spring 2023. Engagement occurred in the summer with the goal of having a final strategy developed in early 2024.

For more information, visit stpdowntown.org/investmentstrategy.

DIS PARTNERS

Downtown Investment Strategy partners include the City of Saint Paul, Ramsey County, Saint Paul Port Authority, Saint Paul Area Chamber, St. Paul Building Owners and Managers Association, Visit Saint Paul, CapitolRiver Council, Knight Foundation, Metropolitan Council, Minnesota Wild and other corporations that are members of the Saint Paul Downtown Alliance. Representatives from each of these organizations make up a steering committee co-chaired by Chris Hilger, chairman, president and CEO of Securian Financial, and Christophe Beck, chairman and CEO of Ecolab.

GROW DOWNTOWN EXPANDS

Launched in 2022, the Grown Downtown program was a huge success, placing six small businesses, entrepreneurs and artists into empty retail spaces in downtown Saint Paul, rent-free for six months. Many have gone on to extend their leases into longer-term agreements and in 2023, seven additional businesses joined the program.



ADVOCATING FOR DOWNTOWN

Public safety continued to be an important issue for downtown stakeholders. In addition to hosting monthly public safety check-in calls to hear updates from all of downtown's public safety and law enforcement partners, the Alliance also advocated for several other priorities in 2023, including:

- Successfully extending the downtown TIF (tax-increment financing) district, which includes Xcel Energy Center and the RiverCentre;
- Significant capital investment dollars for several key projects, including RiversEdge and the Kellogg Bridge; and
- A record investment in affordable housing that includes dollars for Catholic Charities and other Saint Paul supportive housing and social service providers.

In partnership with Minneapolis, Rochester and Duluth with the support of the League of Minnesota Cities, the Alliance also advocated for a bill that amended state law to allow for residential multifamily housing properties to be included in special service districts, representing a critical step toward providing SPDID services in all of downtown in the future.



MARKETING AND EVENTS

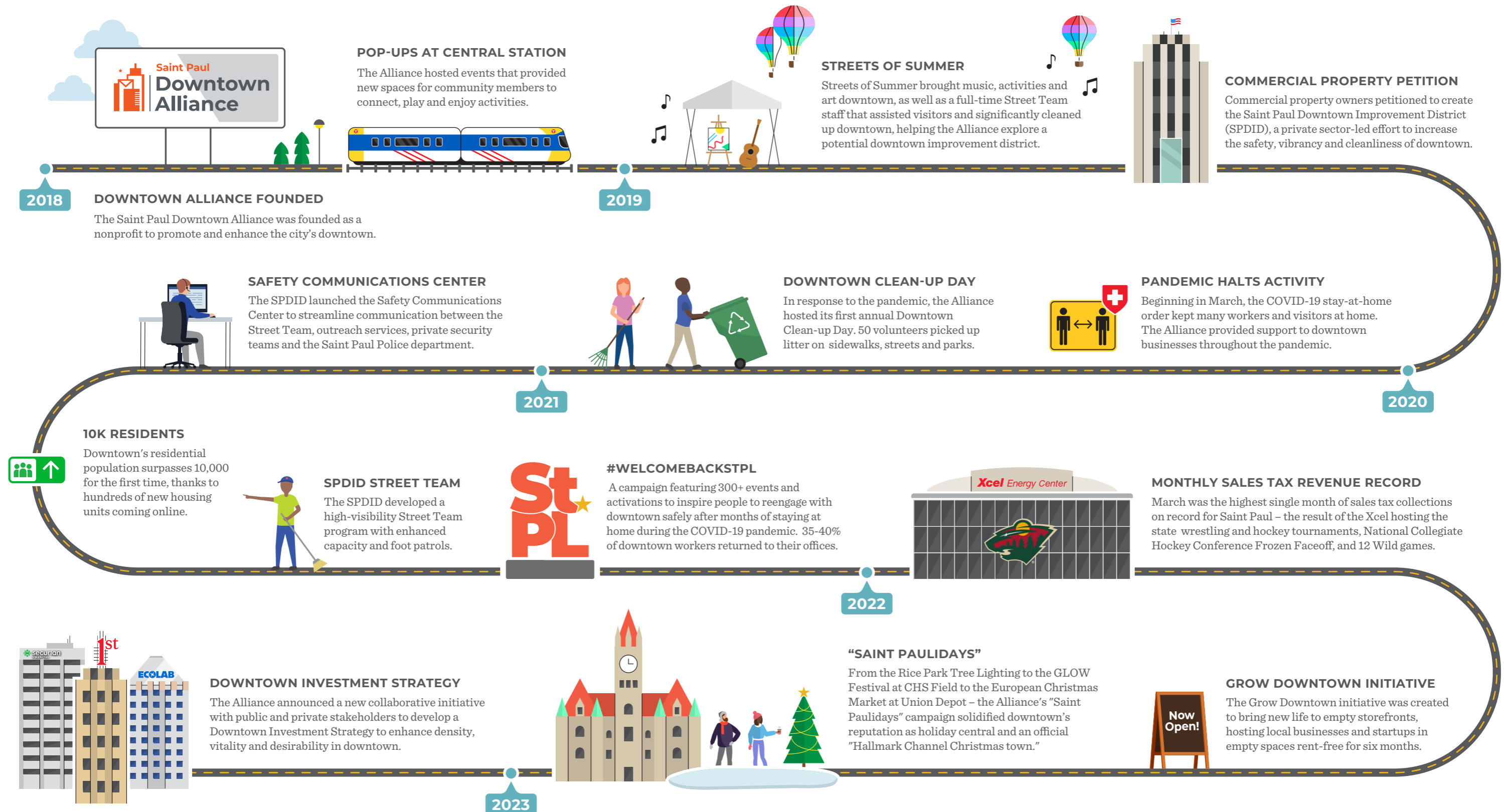
We delivered a major marketing program in collaboration with Visit Saint Paul in 2023. Find Your Place in Downtown is a co-branded video series aimed at showcasing the many different types of Minnesotans and travelers who come downtown to enjoy our restaurants, bars, entertainment venues and businesses.

We also celebrated another season of the Saint Paulidays in person and across social media. Our video shorts featuring all the amazing ways to celebrate winter in downtown reached tens of thousands of viewers, and the Alliance's Instagram followers jumped by 39% in 2023.



In partnership with downtown institutions, businesses, artists and musicians, the Alliance hosts a busy calendar of events and activations around downtown. We sponsored a new summer series this year: Food Truck Wednesdays in Rice Park. Each Wednesday, workers and visitors grabbed lunch from 20+ local food trucks, listened to live music and enjoyed the gorgeous summer weather in one of our beautiful downtown parks. We also welcomed back summertime favorites like Roller Disco in Rice Park on Friday evenings and Osborn 370 Sets happy hour concerts.

A STROLL THROUGH THE SAINT PAUL DOWNTOWN ALLIANCE'S STORY



A SAFER, CLEANER DOWNTOWN

DEAR NEIGHBORS,

This year presented its fair share of challenges for public safety across the country, and downtown Saint Paul was no different. As we reflect on the past year, it becomes increasingly clear how important the work our team does to foster the safety and well-being of our community truly is. Together, we have tirelessly pursued strategies to maintain a safe, clean and vibrant city. Yet, none of our efforts would be possible without the incredible relationships we have built with our esteemed partners.

We are immensely grateful for our strong partnership with the Saint Paul Police Department, as their support and collaboration with our Street Team and Safety Communications Center has been invaluable in creating a secure environment for our residents, businesses and visitors.

We also extend our heartfelt appreciation to our Street Team members, whose hard work, friendly faces and dedication have ensured that downtown remains clean and inviting. Their continuous efforts are what make visiting, working and living downtown a positive experience.

We would also like to express our profound gratitude to our city's dedicated outreach specialists, who tirelessly assist and support people experiencing homelessness in downtown Saint Paul with compassion and unwavering commitment. Their efforts have made a profound difference in countless lives, addressing the interconnected challenges these experiences can present to a community.

Moving forward, our mission to ensure the safety and cleanliness of our downtown area remains at the forefront as we look to grow our footprint downtown and provide more services to our downtown businesses and residents. Through innovation, collaboration, and a genuine desire to create a better community for all those who work, play and live downtown, we will continue to grow and rise to meet the challenges that lie ahead.



John Bandemer
DIRECTOR OF SAFETY STRATEGIES

BOARD OF DIRECTORS

Clinton Blaiser
CHAIR
Osborn370

Zachary Atherton
VICE CHAIR
InterContinental & Double Tree

Patrick Skinner
TREASURER
Wells Fargo Place

Kris Taylor
SECRETARY
Ecolab

Kathy Beck
Securian Financial

Jerry Hersman
Infor Commons

Jean Krueger
Ramsey County

Matt Majka
Minnesota Wild

Paul Schnettler
Interstate Parking

Patrick Scullin
Travelers

Pat Wolf
The 428 & Golden Rule Building

ABOUT THE SPDID

41

BLOCKS

38

SAFETYCOMMS PROPERTIES

13

STREET TEAM AMBASSADORS

646

HOURS OF SERVICE EACH WEEK

1,180

OUTREACH REFERRALS

2,318

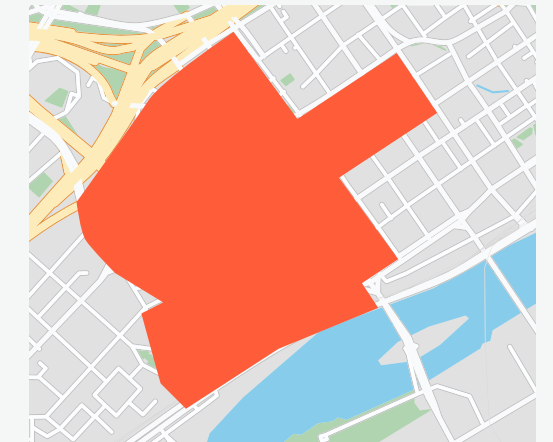
PIECES OF GRAFFITI REMOVED

2,509

ESCORTS PROVIDED

631,892

PIECES OF TRASH 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



THANK YOU TO OUR INVESTORS

Afro Deli

Allina Health

Bremer Bank

Bush Foundation

BWBR

City of Saint Paul

District Energy Saint Paul

Ecolab

Goff Public

Halverson Blaiser Group

HealthPartners

Mark and Teri Henneman

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

Red Path

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