

Recap of East Downtown Council's Business Forum
Thursday, March 17, 2016
11:30 a.m. – 1:00 p.m.
Open Book, 1011 Washington Avenue South, Target Performance Hall
Downtown East Neighborhood of Minneapolis

- **Welcome and Introductions**

EDC President Paul Mellblom introduced himself and welcomed the audience to the March business forum. He advised the mission of the EDC is to serve as an advocate for the business community in this district within the city by promoting programs and events that are important, relevant and of value to those who live, work and recreate in the area.

Mellblom announced that the next business forum, on Thursday, April 21st at the Normandy Inn, will be the EDC's annual meeting at which Steve Cramer, CEO of the Minneapolis Downtown Council-DID, will give an overview of their activities, and Tom Evers, Executive Director of the Minneapolis Parks Foundation, will give an overview of the Water Works project (<http://mplsparksfoundation.org/category/projects/water-works/>), a huge endeavor that affects the riverfront adjacent to the EDC district.

Thereafter, the audience was asked to introduce themselves.

Collison also welcomed the audience and acknowledged the EDC's platinum sponsors:

- Allied Parking
- CenterPoint Energy
- ESG Architects
- Hennepin County Medical Center
- Kraus-Anderson
- Minnesota Adult & Teen Challenge
- Minnesota Vikings
- Mortenson Construction
- NRG Energy Center
- PadillaCRT
- Ryan Companies
- Valspar
- Wells Fargo

Collison advised that the EDC is in an early recruitment phase offering to those who join now membership that will extend through June of 2017 and then he acknowledged the following new members:

- Sue Kruskopf of Kruskopf & Company and The Truth Bar (<http://www.kctruth.com/>)
- Phil Kluesner and Eddie Rymer of Carlson Commercial (<http://carlson-commercial.com/>)
- Siyad Abdullahi at The Language Banc (<http://www.thelanguagebanc.com/>)

- **Upcoming Events**

Collison highlighted the following events being held by its members and community partners:

- People Serving People's 17th annual gala on Saturday, April 16, 2016 at the Hyatt Regency Hotel with PSP CEO and EDC Board member Daniel Gumnit (<http://www.peopleservingpeople.org/events/events-2/annual-gala/>);

- A U.S. Bank Stadium Hiring Fair from Tuesday, April 26th to Thursday, April 28th at the Minneapolis Convention Center (<http://www.vikings.com/news/new-stadium/article-1/US-Bank-Stadium-Hiring-Fair-Scheduled-for-April/7d52d070-e21d-4576-8ac5-42aee0469895>);
- Downtown Minneapolis Neighborhood Association:
 - Next monthly Board meeting on Monday, March 21st at the Mill City Museum;
 - Next monthly Land Use Committee meeting on Tuesday, April 5th at location TBD;
 - Next monthly Livability Committee meeting on Monday, April 11th at location TBD.

These meetings are open to the public so visit the website to confirm dates, times, and locations (<http://www.thedmna.org/>)

- Elliot Park Neighborhood, Inc.:
 - Next monthly Building, Land Use and Housing (BLUH) Committee meeting on Thursday, March 17th at the Elliot Park Recreation Center; and
 - Next monthly Livability Task Force meeting on Monday, April 4th at the Alliance, 719 East 16h Street.

These meetings are open to the public so visit the website to confirm dates, times, and locations (<http://elliotparkneighborhood.org/>).

- **Development Spotlights**

- A. Completing The Stadium, Light Rail Block and Plaza**

Using a slide presentation, MSFA Chair Michele Kelm-Helgen first began by giving an overview of the U.S. Bank Stadium project from its inception. In May 2012, the Minnesota Legislature and the Minneapolis City Council approved funding for a new multi-purpose stadium to replace the Metrodome. The project team that came together is comprised of the MSFA, Minnesota Vikings, HKS Architects, Mortenson Construction, and SMG Management. The whole design was done with a very transparent connection to the neighborhoods. The City emphasized the connection to the neighborhoods and the river via street access and bike trails, and not having empty parking lots and fences surrounding the facility. Also, the City did not want a “back” to the stadium; instead they wanted to see four front doors. Additionally, the skyway connection to downtown was key to helping users connect in the winter with climate controlled access.

Then she gave a construction update on the external components of the stadium describing materials used, design characteristics of each entrance to the stadium, and the skyway connections leading to the parking ramp and beyond the downtown core.

The new 1,600-space parking ramp on South 4th Street next to the easterly Wells Fargo tower is nearing completion. The revenue from MSFA’s ramp, along with the underground 450-space Downtown East Parking Ramp they purchased at 425 Park Avenue South, for the next 30 years is dedicated to pay for bonds for the new park.

She explained the evolution of their initial parking ramp plans where the plaza would have run north/south, to what it is today to accommodate the parking needs of the Wells Fargo development; a much better development than what had been anticipated with the skyway connection from the stadium to the parking ramp then onto the Wells Fargo towers and on into downtown.

When the MSFA made its Super Bowl and Final Four proposals, the big requirement was

infrastructure to allow people to gather before the event, and to be able to get through security on the property yet not in the stadium. Having the park space available for that infrastructure was important.

The City and neighborhood groups were concerned about the number of set up and take down of tents and other structures days that would occur (e.g., 10 game days plus hopefully play off game or two every year) because it adds to the total number of days the park would be unavailable. This set up/take down will now take place at the Hennepin County Medical Examiner's parking site at 530 Chicago Avenue South where they initially planned to have park/plaza space. The MSFA will still do a long-term lease for the HCME's parking site and with an easement with the City for use of South 5th Street to extend its plaza's from the Downtown East block across South 5th Street (to be closed) then the half block will be leveled off for set up/take down and other activities MSFA will host. They are stretching their budget to pay for the construction of this additional plaza space.

The pad next to the Downtown East Parking Ramp was initially built to allow for future development, but now that MSFA has purchased it, it will remain an open free-flow plaza. They divided the site into three: Area A the largest corner where the hole is located and need to be filled; Area B where the Metro Transit stop is located (MT has plans to expand for queuing space); and Area C north of the DEPR entrance that would be the last piece to be developed because they are unsure what it's used for and is separated from the rest of the property.

HCME, along with Dakota and Scott Counties, has a proposal in the Governor's bonding bill to construct a new facility. Long term it is unknown what will happen to the HCME and the Sheriff's Office Crime Laboratory at 350 South 5th Street, but for now there will be a screen of trees that will visually protect those buildings from the plaza events with parking in back to replace some of the employee parking spaces.

Kelm-Helgen then described the pedestrian bridge that will cross over Chicago Avenue from the LRT stadium (<http://www.startribune.com/met-council-approves-pedestrian-bridge-to-vikings-stadium/351929931/>), and the privately-funded addition of a Viking longship with a 55-foot-tall video screen as a sail facing Chicago Avenue (<http://www.journalmpls.com/news-feed/vikings-unveil-legacy-ship-plans-for-stadium>).

The economic impact on the region has been substantial:

- About 1,500 construction workers on-site as of January 2015;
- 314 Minnesota businesses have worked on the construction (90% of construction budget); and
- Over \$700 million spent to date, and 2.7 million hours worked

There's also been substantial economic development in the surround area:

- \$400 million in Wells Fargo/Ryan development;
- \$100 million in Ryan Cos. residential development; and
- Broader Downtown East developments: \$191 million HCMC expansion; \$100 million Sherman development; \$100 million in Armory redevelopment/renovation; \$300 million residential development.

There's also an economic impact based on committed and other events:

- 2018 Super Bowl, \$400 million
- 2019 NCAA Men's Final Four Basketball, \$200 million
- Concerts

- Trade shows and conventions
- College and high school events

Kelm-Helgen then described the internal amenities of the stadium that including its numerous club facilities, i.e., Ice, Purple, Hyundai, Medtronic, Delta 360 Sky, and Fire.

They are on target in meeting their project equity goals:

- Workforce Goals of 38%: 32% minorities (36% current) and 6% women (9% current)
- Construction Business Goals of 20%: 11% women (11% current), 9% minorities (10% current), Minnesota-based firms
- Veterans Inclusion Program: Veteran-owned businesses (1% current), Veteran workforce (4% current)

The stadium will be one of the most technologically advanced facilities in the world and will include: two of the largest HD end zone video boards; two levels of HD ribbon boards; over 2000 flat-screen TVs and video walls; up-to-the-minute streaming stats and superior cellular connectivity.

The will also be a one-of-a-kind, museum quality art collection. There have been over 1,100 submissions, 34 Minnesota artists were chosen in October 2015. Experience levels range from MCAD students to professionals whose previous works have been acquired by the Walker Art Center and the Getty Museum.

Lastly, construction milestones were presented; to date it is 90% complete.

Thereafter, Kelm-Helgen entertained questions from the audience. For more information about construction of the stadium, visit <http://www.usbankstadium.com/faq/#construction>.

B. Ryan Companies Downtown East Projects

Tony Barranco, VP of Development, gave a construction update on the following:

- 1) The two-tower Wells Fargo mixed-use office development on South 4th Street between 5th and Chicago Avenues South;
- 2) The new three-building Edition Apartments (<http://www.editionapts.com/>) facing the new 4-acre Downtown East Commons Park: one 6-story building at 511 5th Avenue South, and two 2-story buildings, one at 510 and one at 640 South 4th Street;
- 3) The new 4-story, 172,000 square foot, multi-tenant, state-of-the art Ryan Companies headquarters in the Millwright Building (<http://www.millwrightmpls.com/>) being constructed on South 3rd Street between 5th and Portland Avenues; and
- 4) The new 5-story, 164-room Radisson RED hotel on South 3rd Street between Portland and Park Avenues South owned and managed by Carlson Rezidor Hotel Group (<http://carlsonrezidor.com/>).

Thereafter, he entertained questions from the audience.

- **East Downtown District Branding Update**

Tom Jollie, SVP at PadillaCRT, explained what district branding is and what the EDC and PadillaCRT are doing, i.e., naming the area that encompasses the Downtown East and Elliot Park

neighborhoods and that space in between. They took this opportunity to be proactive because it was inevitable the area would be called something. Also, because brands have purpose and value, e.g., provide greater economic development opportunities and are important to wayfinding. They also wanted to develop a name that properly identifies and positions the area in a desirable way; is true to the brand platform; compliments other potential community elements (the park); has community support; and is somewhat intuitive.

The outreach and engagement process followed included listening sessions from the various stakeholder groups, conducting a brand workshop and community discussions to understand vision, opportunities, and challenges out of which a vision statement was developed: East Downtown: A Vibrant, Multifaceted and Connected Community.

Jollie then reviewed the slate of names, the top seven of which were: East Loop, E Do, East Town, East Central Square, East Central District, East Central Park, and East Downtown Promenade. The list elicited numerous comments from the audience.

During the discussion that ensued, Dan clarified that in advance of the EDC's vote in April on the final name, next steps include reducing the list down to three names, then scheduling a community-wide meeting to unveil the list to see whether it produces information that would change the opinion about the recommendations.

Jollie concluded that it has been interesting to get everybody's feedback; people are actively engaged in giving out ideas and it speaks well to the process being employed.

- **Closing Remarks**

Dan thanked the speakers for their presentations and the audience for attending and reminded them of the next business forum on Thursday, April 21st at the Normandy Inn.