

**Recap of the Joint Minneapolis Downtown Council and  
East Town Business Partnership Business Forum  
Thursday, November 17, 2016  
11:30 a.m. – 1:00 p.m.  
Greater Twin Cities United Way, 404 South 8th Street  
Downtown West Neighborhood of Minneapolis**

- **Welcome and District Announcements**

Dan Collison, Director of East Town Partnership for the Minneapolis Downtown Council/Downtown Improvement District and Executive Director for the East Town Business Partnership, welcomed the audience to the November joint business forum, and thanked Greater Twin Cities United Way (<https://www.gtcuw.org/>) for hosting today's topic on emerging trends in philanthropy. Then he announced the following ETBP activities:

- The 2-year branding process conducted with PadillaCRT that renamed the district encompassing the neighborhoods of Downtown East and Elliot Park to East Town, and the subsequent renaming of the East Downtown Council to the East Town Business Partnership. Individuals, businesses and organizations wishing to use the free East Town brand products in their communications and promotional materials are encouraged to do so subject to appropriate guidelines and quality control under the terms and conditions set forth under the license agreement (<http://easttownmpls.org/help-spread-the-east-town-brand/>).
- The ETBP Holiday Happy Hour with Alex Tittle, ETBP Board Member and Vice President of Business Connect and Corporate Affairs for the Super Bowl Host Committee, on Wednesday, December 14th, 4:00-6:00 p.m., at the Best Western Normandy Inn, 405 South 8th Street. Complimentary hors d'oeuvres with beverages available for purchase at cash bar.
- The ETBP Business Forum with State Senators and Representatives for the East Town district discussing pressing issues for the next legislative session on Thursday, December 15th, 11:30 a.m. to 1:00 p.m., at the Guthrie Theater, 818 South 2nd Street.

MDC/DID President and CEO Steve Cramer thanked the audience for attending and reflected upon the wonderful tradition of philanthropy in the region and the role it has played in the downtown community through public and private partnerships to help build The Commons, an important asset to the city and region, and implement and fuel other 2025 Plan goals, e.g., to help end homelessness. Then he announced the following MDC/DID festive events:

- 2016 Holidazzle beginning the day after Thanksgiving, Friday, November 25th, running Thursdays through Sundays concluding on Friday, December 23rd (<http://www.holidazzle.com/schedule/>) in Loring Park.
- The Wells Fargo Minneapolis WinterSkate Ceremonial Opening/Ribbon Cutting on Wednesday, November 23rd (<http://www.downtownmpls.com/winterskate>) in Loring Park, and open daily through the winter season.
- Member Holiday Networking Social on Thursday, December 8th, 5:00-6:30 p.m., in Loring Park at the Holidazzle Hospitality Tent.

- **Remarks from Lead Sponsor: Boarman Kroos Vogel Group**

Collison thanked BKV for being the lead sponsor of the business forum and invited them to speak about their business.

Using a slide presentation, Project Architect and Senior Associate Christopher Palkowitsch gave a brief overview of the Minneapolis-based firm and described their services (<http://www.bkvgroup.com/>). Established in 1978, it has been located in the North Loop for over 20 years. This full-service firm includes architecture, construction administration, engineering, interior design, landscape architecture, master planning and feasibility studies all under one roof which allows it to bring a more holistic approach to working with other developers in the community. One of the sectors within which BKV specializes in is housing, specifically, affordable, market rate, senior, adaptive reuse and student housing. One of the projects they are working on in the neighborhood with Hunt Associates and Washington-based Weidner Apartment Homes (<http://www.weidner.com/>) is the 240 unit, mixed-use development at 1400 Park Avenue South (<http://www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcmsp-177568.pdf>). The design is inspired by the architecturally rich nature of Elliot Park, e.g.: the older Lenox Brownstones along historic 9th Street and the Drexel Apartments at South 10th Street and Park Avenue; the newer Grant Park townhomes along South 10th Street; and many other residential buildings in between. They have selected architectural elements to make the project identifiable but fit into the neighborhood scale. It will have a large resident interior courtyard and the City-owned right-of-way property at East 14th and Grant Streets will be redeveloped into a landscaped public park.

Managing Architect Jeff Hemer noted that they are taking applications for occupancy in early 2019. Then Hemer advised he's working with Collison on what is currently being called the Park and Portland Vision Project. Collison brought the vision to BKV which is helping to encourage the idea of a mix of residential uses along Park and Portland Avenues within East Town that will improve the public realm and strengthen connections to the central riverfront. They are also working on creating a website as a tool for developers and stakeholders to help them understand development opportunities in East Town. The website will integrate the design principles and visioning from the City's East Downtown Public Realm Augmentation Study (<http://www.minneapolismn.gov/www/groups/public/@clerk/documents/webcontent/wcms1p-139754.pdf>), the Portland Avenue Public Realm Vision Study, and Elliot Park that focus on the district, block, and building. Besides BKV and ETBP, other participants and stakeholders in this effort include MDC/DID, Minneapolis CPED, and residential developers.

In closing, Hemer invited local stakeholders who are interested in participating and providing feedback to contact them or Collison.

- **Discovery Moment: DIVI UP**

Collison commented that in the field of philanthropy there are hundreds, if not thousands, of approaches to connecting resources to the best ideas that help the most people. DIVI UP (<http://diviup.org/>) is a Minneapolis-based company that directs traffic in the converging intersections of commerce and nonprofits.

Chief Marketing Officer Pamela Pilsner thanked the MDC, ETBP and GTCUW for the opportunity to present. Then she commented that given the change in times with the boom in the powerful millennial generation, it's clear that writing checks to charities on a monthly basis is becoming a thing of the past and being able to donate routinely using technology at our fingertips is a necessity. Thus, the DIVI UP mobile app was created to promote and support local businesses, fund charitable projects and organizations, and sponsor local events while providing consumers with a great mobile shopping experience and the ability to make giving a part of their everyday retail purchases.

The DU app allows businesses to increase their marketing presence, gain insight and understanding of their consumers, gain more control over their promotions, and boost sales with new charitably-minded consumers.

For charitable organizations, the DU app is a powerful tool to develop connections to new and younger supporters and to foster valuable long-term relationships.

The DU app also encourages consumers to get out in their communities and to shop and give locally. Both businesses and consumers can each choose a cause they care about to receive a donation because DU donates half of its top-line revenue to charitable partners.

To use the DU app:

- Explore: search for deals in your community
- Unlock: unlock savings at your favorite local businesses
- Redeem: hit 'redeem' and the 30 minute countdown is on
- DIVI UP: unlock deals to earn rings to give to causes

Some of DU's charitable partners include:

- Greater Twin Cities United Way (<https://www.gtcuw.org/>)
- Spare Key (<https://www.sparekey.org/>)
- Make-A-Wish® Minnesota (<http://mn.wish.org/>)
- Vega Productions (<https://vegaisinstrumental.wordpress.com/>)
- Blondes versus Brunettes Twin Cities (<http://www.bvbtwincities.org/index.html>)
- Leukemia & Lymphoma Society® (<http://www.lls.org/>)
- National Multiple Sclerosis Society (<http://www.nationalmssociety.org/>)
- American Diabetes Association® (<http://www.diabetes.org/>)
- Spark-Y™ Youth Action Labs (<http://spark-y.org/>)
- Twin Cities Habitat for Humanity (<https://www.tchabitat.org/>)
- DAV: Disabled American Veteran (<https://www.dav.org/>)
- YouthLink Minnesota (<http://www.youthlinkmn.org/>)

In closing, Pilsner encouraged everyone to download and DIVI UP to get deals that give back!

- **Emerging Trends in Philanthropy**

Collison introduced the panelists by giving a brief biography on each:

- Panel Moderator: Susan Hammel, Executive in Residence, Minnesota Council on Foundations (<https://www.mcf.org/executive-residence-o>)
- Kittie Fahey, Vice President, Major Gifts, Greater Twin Cities United Way (<https://www.gtcuw.org/person/kittie-fahey/>)
- Jacqueline Berry, 3Mgives K-12 Education (<https://www.linkedin.com/in/jacqueline-berry-4907283>)
- Mary Jane Melendez, Executive Director of the General Mills Foundation (<https://www.linkedin.com/in/mary-jane-melendez-4a45915>)
- Michael Dominowski, Executive Director, Thrivent Financial Foundation (<https://www.linkedin.com/in/mikedominowski>)

Hammel began by noting the solid philanthropic support there is in Minneapolis and throughout Minnesota thanks to our forward looking companies, new and old, who think about community, giving back with their dollars and sharing their talent. Minnesota has \$18.6 billion in philanthropic capital so we might be fly over land but that's a lot of money and today's companies are going beyond the "feel good" philanthropy and incorporating making a difference into everything they do.

For instance, today's forward looking companies are giving back because it is inclined with their

business success, and their Millennial and Generation X workforce give the most money, volunteer the most and are looking to join companies they feel good about and making a difference. This helps with employee attraction, retention and engagement.

Giving back is also important to customers, both retail and sourcing; more are asking where products are coming from and whether there is a feel good or do good aspect to the product.

Giving back is also becoming increasingly important to corporate investors, and when investors start becoming interested in making an impact, companies listen and a lot of Minnesotan companies have a lot to say to stockholders about the great work they are doing in the community. But more investors are realizing that doing good and doing well can come together into a profitable mix and why companies here and across the country are getting involved in philanthropy and thinking strategically about what they are doing with the community.

More companies are involving employees in their giving programs by organizing skill-based volunteering and team outings. Companies are also becoming involved in strategic philanthropy where it looks at what it does well to add value beyond the checkbook. They are also investing in innovative ventures that happen to be good for the environment and the panelists today are examples of great purpose driven organizations that are doing good and doing well. Hammel then opened the floor for each to discuss their work, strategic philanthropy and how it ties into their business mission.

*Melendez:* General Mills is the third largest natural and organics company in the U.S., and over the last 2 years has gone through one of the biggest cultural shifts in its history. When she came into her role and was asked what impact they had after giving away \$154 million last year, she could not answer and took it as an opportunity to conduct the “Voice of the Employee” survey with 1,000 employees around the world to receive feedback on what they do well and what they think the foundation should be doing. They heard as a food company they should be focused on hunger, take care of Mother Nature and support the communities where employees live and work. GMF is small with a team of seven and it wanted to ensure the voice of employees was at the epicenter of its work in the over 60 communities around the world. And as they looked at their portfolio of grants funded, there were over 1,200 nonprofit partners and realized they were in very transactional relationships and could do better than that, i.e., every investment and grant provided should be transformational. They should be in deep partnership with these organizations beyond a grant check and to think about intellectual philanthropy by tapping into the skills and expertise of employees. And for the first time in 62 years, they brought food back to the center of their philanthropy by increasing food security, advancing sustainable agriculture, and strengthening hometown communities. This strategy has the fingerprints of GM’s global employees all over it.

*Berry:* Similarly as in the case with GMF, 3M is also evaluating the programs they are supporting in the community to determine how to make more of an impact and be more relevant to employees. As a science-based company with a lot of scientists on their Maplewood campus, what they hear from local school districts is they would love to have scientists in the classrooms in front of the students because if the students see it they will think be it. They looked at the new branding strategy developed last year, i.e., “3M Science. Applied of Life.™” and how to move it into communities and make a difference with students, and that is what they have been focused on over the last few months and engaging employees with various community activities. Also as a large technology company, they have a lot of products that can improve lives around the world so while engaged in volunteer activities, they identify places where their technologies and products can make a difference and use that to create social impact. As they were going through this evaluation process, going from maybe not supporting so many organizations to having more impactful support to fewer organizations, last year they launched a global pro bono program allowing employees to take 2-3 weeks to work on a project across the globe (e.g., Mumbai water project) to see up close and personal what is needed in the community from 3M’s vast technological platform to make

things better. Berry believes they are increasing their impact in the community by getting their employees much more engaged. They just reorganized the department and have brought in their employee resource networks, affinity groups in terms of volunteers and access to even more diverse communities.

*Fahey:* GTCUW is also looking at much more strategic philanthropy both with its corporate and individual partners. Since a third of their revenue is from corporate relationships mostly foundations, a third from major donors, and a third from those who are in employee giving campaigns, they are working to come up with new ways to co-create solutions that are more efficient and a better bottom line for the community (e.g., GM's expertise in food and Mother Nature). They concentrate on poverty, the majority of which is situational, and have developed a 24-hour, all language 2-1-1™ referral phone system to find community resources, specifically around jobs for adults and education for children in the Twin Cities. But they have a much wider reach with 1,400 UWs in the U.S. (every zip code has one), and in 45 other countries. Fahey noted this location is well known as the best and that's thanks to the long-standing and close working partnerships. She's worked across the country and is impressed with the volunteerism here; it has the highest per capita. Fahey explained that President and CEO Sarah Caruso was unable to attend because she's working on a project called Left-behind Children in China (<http://leftbehindchildren.weebly.com/>) that took her to Washington, D.C.

*Dominowski:* As a fraternal benefit society, they have a unique model that is a little different from others presenting today, i.e., their members are owners and customers and in addition to providing them with a broad range of financial services to reach their financial goals, they also provide ways for members to connect with and strengthen their communities, the heart and soul of the organization, and that extends to their workforce of 5,000 strong around the country. They focus on three things: (1) providing a clear menu of programs for both members and their workforce to engage in the community, e.g., Habitat for Humanity, gift matching, volunteer time off); (2) providing differentiation on charitable choices, e.g., identify functions that can add a point differentiation, investment in board service; and (3) balancing the personal and strategic philanthropy and like others they're in the process of aligning the work of the foundation with the mission of the organization.

Thereafter, the panelist entertained questions from the audience.

- **Closing Remarks**

Collison thanked the audience for attending, GTCUW for hosting, Hammel for moderating, the panelists for their time and expertise, and the members of the MDC and ETBP. Then he reminded them of the next ETBP business forum on December 15th.