

Recap of the East Town Business Partnership Business Forum
Thursday, December 15, 2016
11:30 a.m. – 1:00 p.m.
Guthrie Theater, 818 South 2nd Street, 9th Level Dowling Studio
Downtown East Neighborhood of Minneapolis

- **Welcome and District Announcements**

Dan Collison, Executive Director for the East Town Business Partnership and Director of East Town Partnership for the Minneapolis Downtown Council/Downtown Improvement District, welcomed the audience to the December

ETBP business forum, wished them Happy Holidays, and extended gratitude to the Guthrie Theater for hosting. The Guthrie began in Minneapolis over 50 years ago, innovating and shaping theatrical life in the Twin Cities through the dramatic arts, and under the current leadership of its 8th Artistic Director Joseph Haj, they are reaching a wider and more diverse audience than ever before. As a patron for many years, Collison recently attended The Parchment Hour (http://www.guthrietheater.org/plays_events/plays/parchman_hour) where he was energized by the highly engaged, pan-generational, multi-cultural audience.

Then he announced the Guthrie Theater's former General Manager and ETBP Board Member, Hillary Hart, accepted the position of Executive Director at Theater Under the Stars (<http://www.houstonpublicmedia.org/articles/news/2016/12/06/179895/after-nearly-a-year-of-searching-tuts-has-a-new-leader/>), a premier musical theatre and arts education nonprofit in Houston, Texas. She will be sorely missed.

Other announcements included:

- The next ETBP Business Forum is on Thursday, January 19th, 11:30 a.m. to 1:00 p.m., at the American Academy of Neurology, 201 Chicago Avenue South. The featured speaker will be Minneapolis CPED Principal Planner Beth Elliott who will introduce us to the update to the City's Comprehensive Plan, i.e., Minneapolis 2040 Plan (<https://minneapolis2040.com/>).
- Since the East Town brand is still shiny new, the audience was invited to use it in their organizations and on digital media (<http://easttownmpls.org/help-spreadthe-east-town-brand/>). A recent example of how East Town has been incorporated into media is its use in the City of Plymouth Metrolink's route extension to East Town (<http://www.plymouthmn.gov/departments/administrative-services-/transit>).
- A new East Town Development website (<http://www.easttowndevelopment.com/>) has been launched to advance the development goals of the Minneapolis Downtown Council's *Intersections Downtown 2025 Plan* (<http://www.downtownmpls.com/page/show/423275-2025-plan>). The site has information about this work group, FAQs, development projects, news, resources, and how it looks systematically at the 300 acres of land in East Town.
- Music for the Holidays with State Senator Bobby Joe Champion (http://www.senate.mn/members/member_bio.php?mem_id=1212) and friends is on Tuesday, December 20th, at the Cowles Center for Dance & the Performing Arts (<http://www.thecowlescenter.org/calendar-tickets/music-holidays-senator-champion-friends>).
- 2016 Holidazzle in Loring Park continues Thursdays through Sundays concluding on Friday, December 23rd (<http://www.holidazzle.com/schedule/>).

- The Wells Fargo Minneapolis WinterSkate in Loring Park (<http://www.downtownmpls.com/winterskate>) continues daily through the winter season.
- Welcome to new ETBP member, Elliot Park Farm by Catherine Puzak.

- **Introductions**

State Representative Raymond Dehn

(<http://www.house.leg.state.mn.us/members/members.asp?id=15392>) thanked the audience for attending and commented it is exciting to see everything that is happening in East Town and being only 13 months away from the Super Bowl to see everyone engaging in this process before it's too late. The November 8th election was interesting for many reasons, one of which is now both bodies in the legislature have a GOP majority with a DFL Governor. The last time that occurred in 2011-2012 it created gridlock, but come January 3, 2017 when the session begins he hopes they'll do the work they need to do for the people of Minnesota as well as for Minneapolis. Today is the deadline the Governor set for a special session (<http://www.twincities.com/2016/12/15/mark-dayton-kurt-daudt-special-session-quick-health-care-tax-relief/>) which may take place next week to look at capital investment, bonding or a tax bill as well as potentially some rebate or relief for individuals who were hit with the increased cost of their health insurance. Maybe by the end of today he'll have a job to do by December 21st, but until then his door is always open and he looks forward to a robust dialogue about what's going to happen in the next session.

Collison then asked the audience to introduce themselves, after which he acknowledged the ETBP platinum members:

- Allied Parking, Inc.
- CenterPoint Energy
- Clear Channel
- Community Housing Development Corporation
- ESG Architects
- Hennepin County Medical Center
- House of Charity
- Izzy's Ice Cream
- Kraus-Anderson
- Minnesota Vikings
- Mortenson Construction
- Neka Creative
- NRG Energy
- PadillaCRT
- Thrivent Financial
- U.S. Bank
- Valspar
- Wells Fargo
- Xcel Energy

- **Development Spotlight: The Kraus-Anderson Full Block Project**

Collison explained now that this development has risen out of the ground, he thought it would be appropriate to have this interstitial space between the Central Business District and Elliot Park's downtown district brought back for an update on its progress.

John Campobasso, KA Vice President and Director of Marketing, noted he is looking forward to this project's completion because he is temporarily housed in the Broadway Place East office building and most of his meetings are in downtown. Using a slide presentation entitled "Building Enduring

Relationships and Strong Communities,” he described the site bordered by 5th and Portland Avenues South and South 8th and 9th Streets and plans for the four buildings.

ESG Architects performed the master planning for the block and three of the buildings, and Pope Architects designed the KA headquarters. The 5-story, 100,000 square foot KA headquarters at the corner of 5th Avenue and South 8th Street is topped off and the interior is being worked on under plastic protective sheeting.

Moving clockwise to the east along Portland Avenue is KA’s other property, the 17-story, 306-unit residential building named HQ (<http://www.journalmpls.com/news/development/2016/10/kraus-anderson-begins-work-on-17-story-apt-building/>) where they have reached up to 6 stories.

Along South 9th Street is the 8-story, 168-key Marriott Autograph Collection® Hotel named The Elliot co-developed by Wilkinson Corporation (<http://www.wilkinsoncorporation.com/>) and operated by Coury Hospitality (<http://couryhospitality.com/>) which will feature a restaurant, bar, event space and meeting rooms.

Then moving north along 5th Avenue South is Jacquie Berglund’s 3-story building that will house Finnegan’s micro brewery on the ground floor, event space on the second floor, and a “Finnemation” co-working incubator office center on the third floor.

There will be a courtyard located in the center of the site with access off of 5th Avenue South that will function as a drop off for the hotel, a service court for all of the buildings, and publicly accessible amenity space. An enclosed 2-story collaborative space will link the hotel to the brewery, and off of South 8th Street will be the entry to two levels of underground parking for 500 vehicles for KA employees, residents of the housing component and some swing space for hotel occupants. Campobasso explained they have worked with the City, Elliot Park Neighborhood, Inc., East Town Development Group, and ESG Architects to create a more vibrant, pedestrian friendly public realm by widening the sidewalks, setting the buildings back to allow for richer landscaping, and incorporating bump-outs on the corners.

The KA headquarters should be completed by November 2017; they will be consolidating employees from their Bloomington and Circle Pines locations. The residential building should be topped off in March 2017 with occupancy due by mid 2018. HQ has been designed to complement the surrounding structures on the block and in the neighborhood, e.g., on the South 8th Street side it rises 5 stories in accordance with the height of the KA headquarters and on the South 9th Street side it rises 8 stories in accordance with the height of the hotel with the upper remaining stories stepped back on the site. The lower portion of the building will be masonry with large punched windows that speak to the traditional architecture in Elliot Park, and a slightly raised townhome effect with porches and stoops in a more contemporary fashion. The upper stories of the tower will be clad in glass and metal panel to speak to the contemporary architecture of downtown. The main lobby is a welcoming 2-story transparent view into the courtyard.

Work on both the hotel and brewery will begin in spring 2017 with an anticipated occupancy date by April 2018.

- **The Business Side of the Super Bowl**

Collison introduced the featured speaker, Alex Tittle, by providing a brief biography. Tittle is an ETBP Board Member and Vice President of Business Connect and Corporate Affairs with the Minnesota Super Bowl LII Host Committee. Just prior to this role he was the Equity Director for the Minnesota Sports Facilities Authority overseeing the stadium project which has attained unbelievably successful results, almost a national standard, because of his leadership. He has also served as the Director for the Office of Civil Rights in the Minnesota Department of Transportation,

and Education Director and Support Services for Summit Academy. He has a Bachelor of Science from The Citadel, the Military College of South Carolina; a Masters of Arts in Human Resources from Webster University; and served 10 years in the U.S. Army as an intelligence analyst and transportation officer before being honorably discharged in 2007 as a captain.

To excite the audience, Tittle lead off by running the 2:40-minute Bold North promotional video produced by the Host Committee and thanked Collison (who had to leave for another commitment) for his introduction and inviting him to speak; he feels truly privileged to be in his role and to work with this city and state on the biggest stage in the world to highlight the best and brightest businesses that Minnesota has to offer. There are only 58 weeks to go and on February 5, 2017 there will be hand off in Houston, Texas. And now that the audience has heard the presentation, the Host Committee will need each and everyone to serve as ambassadors for our great state to show that we can be bold, effective and the best hosts the NFL has ever interfaced with in the entire history of the league. On behalf of the CEO Richard David, Executive Director Maureen Bausch, and COO David Haselman, he welcomed them to Business Connect (<http://www.mnsuperbowl.com/business-connect/>).

Speaking of numbers:

- Super Bowl LII is a 10-day festival leading up the big event and there's a ton of things happening that the NFL will have an impact on (e.g., human trafficking, domestic violence) and it is a leader on a global scale so that these issues are obliterated from our vocabulary.
- Over a million guests are expected and we want them to come and spend their money which will have a significant economic impact and we need to get prepared not only for this but the next Super Bowl because in his opinion architecturally we have the best facility in the entire league across the globe.
- Over 130 countries will be present, 33 languages spoken and 5,000 media so if you have a business this is where you need to talk about who you are and what you do; we want the world to know we're more than grumpy old men and potato tot hot dishes. Having seen the video, Tittle asked the audience where do they see their businesses/organizations fit into this dynamic so we can show the world that we're a lot bigger and better than they thought. On February 6, 2018 we want the world to walk away saying I get back to Minnesota for the Mall of America, Minnesota Zoo, Guthrie Theater, etc.
- There are over 10,000 volunteers and they have a piloting a program with the Minnesota Vikings through its GENYOUth program who will:
 - Be positioned throughout the 11 miles of skway to help people navigate;
 - Work as security; and
 - Work the NFL Live Event on Nicollet Mall.
- There will be a \$400 million economic impact from hospitality, restaurants, etc.
- We can't make February go away, so best way to overcome this is to show people how we deal with via the Bold North video (#BoldNorth).

Tittle then described some of the major events and how the Host Committee will be involved:

- NFL Experience (the first of which was held at the Minneapolis Convention Center in January 1992 prior to Super Bowl XXVI);

- Taste of the NFL (since 1992, a unique way to experience exceptional cuisine, meet NFL players and coaches, and support their fight against hunger);
- NFL Honors (Most Value Player, Coach of the Year, etc., held live on ESPN);
- Super Bowl Tailgate (a VIP experience where NFL players, celebrities and guests eat, drink and get entertained by vendors mostly from our diverse and local population, under outdoor tents before the big game); and
- Other: Radio Row; Media Night; Fireworks; Concerts; Super Bowl Live; Private Parties & Events.

Tittle explained because of his supplier diversity experience and in particular his success with the U.S. Bank Stadium, he is leading the Business Connect program, which is:

- Signature NFL program for promoting supplier diversity;
- Conduit of opportunity for diverse and local business; and
- A strictly business development (not goal-based) program focused on supporting growth.

Tittle displayed a list of 35 business opportunities ranging from audio visual to waste management generated by the NFL. Since most of the games are held in more temperate climate zones, he highlighted in red two business opportunities more attributable to Minnesota (i.e., de-icing and snow removal) because it is familiar with how to manage and navigate the freezing rains and snowstorms of February.

Following are requirements for participation in the Business Connect Program:

- Headquartered in MN
- Eligible to do business in MN
- In good standing with the State
- Majority ownership by one of the following persons:
 - Recognized Minority
 - Woman
 - LGBT
 - Veteran
- A 3-year history of continuous business operations (by April 1, 2017)
- Certified by a number of services around the state, e.g.:
 - Central Certification (CERT)
 - Disadvantaged Business Enterprise (DBE)
 - National Gay & Lesbian Chamber of Commerce (NGLCC)
 - Veteran Owned Small Business (VOSB)
 - Women's Business Enterprise National Council (WBENC)

Because application and certification can be a lengthy process, Tittle emphasized the importance of registering online before the April 30, 2017 deadline (even if not yet certified) to ensure they are listed in the Trade Show & Resource Guide that will occur in June 2017 at which 40 of the best and brightest businesses in the sports and entertainment areas will be featured. He has been out across the state for the past 5 months to get the word out and get businesses engaged. They want to raise the bar in showcasing Minnesota's talent so that the NFL will want to return. Of the 32 teams in the league, we are the most urban-based stadium that is situated in the heart of the metropolis. It is a unique space with a unique set of standards that gave event goers exactly what they wanted, i.e., a diverse culture full of resources in a new environment.

Thereafter, Tittle entertained questions from the audience during which he advised that Collison is chairing the community coalition directly responsible for engaging residents. The Communications Committee will craft a message and platform on which to interact with the Host Committee and then start communicating with local businesses, neighborhood associations and residents on a

quarterly basis beginning in February 2017. A comprehensive list is being compiled from which to invite greater Minnesota to a meeting to talk about what is happening.

There are also looking for handoff videos due by the end of this month from local residents and businesses to put online and highlight Minnesota.

- **Closing Remarks**

Rock Hantge thanked the audience for attending, the Guthrie Theater for hosting and in particular Elizabeth Sherry and Julie Brousseau, and Campobasso and Tittle for their presentations. She noted there are many exciting projects coming to East Town over the next 18 months and it will be fun to see how they come to fruition.

Then she wished everyone a happy holiday and reminded them of the next ETBP business forum on January 19th at the American Academy of Neurology featuring CPED Principal Planner Beth Elliott who will present the Minneapolis 2040 Plan.