



**Serving the Downtown East  
and Elliot Park Business  
Community since 1979.**

**The East Downtown Council is pleased to introduce,  
its new quarterly newsletter that shares information  
about issues, events and activities taking place in the  
East Town Business District.**

## **EDC BOARD SELECTS EAST TOWN AS NEW NAME FOR BUSINESS DISTRICT**



**east  
TOWN**  
MINNEAPOLIS

On May 5, 2016 after almost two years and countless community engagement meetings with the many stakeholders interested in the East side of Downtown Minneapolis, the East Downtown Council Board of Directors officially adopted “East Town” as the new name for our business district. *East Town* has the new Commons Park as its heart, along with the Wells Fargo mixed use development, US Bank Stadium, the refreshed Armory and several new and revitalized businesses, amenities and public assets.

In the past, depending upon who you talk to, the area has been called East Downtown, Downtown East, Mill District, Elliot Park and the Metrodome area. The district branding effort, led by the business community with guidance and input from the neighborhood organizations, seeks to bring the area together much as a South Minneapolis business community did in the 1930’s when “Uptown” united several neighborhoods together around the newly built Uptown Theater.

The graphic presentation developed by PadillaCRT, mostly through pro bono efforts, provides a significant preliminary visual brand statement. The main brand image and accompanying graphic represents the convergence of multiple *East Town* public amenities including the green presence of the park, the coming together of the Blue and Green LRT lines, and the letter “E” in thin script with a line that winds around in a circular motion connecting the many streetscapes and iconic features of *East Town* together.

PadillaCRT’s accompanying renderings offer some preliminary representations of key features found in *East Town* including the Stadium, the Armory, and the Commons Park. These visualizations and potential installations are very preliminary with the goal of working with community partners in the coming months to design an array of creative expressions that continue to help everyone feel more connected and part of an emerging and shared vision.

The brand vision driving the visual identity paints a compelling vision of where we are going with our new name:

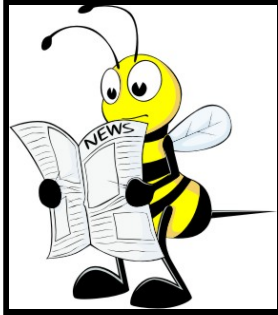
## **East Town**

*A Vibrant, Multifaceted and Connected Community*

Whatever your lifestyle or interest, *East Town* is the place to connect. The community is a regional focal point that offers a diverse range of activities near the center of Downtown. You’ll walk streets that are rippling with life and too many activities to choose from, all surrounding a new metropolitan park, where you can rest, play or catch a performance and a stadium where you can watch the big game.

## EAST TOWN IN THE NEWS

Lots of buzz regarding the renaming of the East Downtown Business District to East



Town. Some people like the new name, some are indifferent, and others are harder to convince. What do you think?

Here is a link to an article published in the *Minneapolis Star Tribune* - "[Downtown East, or East Downtown, in Minneapolis is now going to be called East Town](#)," by Kristin Leigh Painter.

KARE 11 also did a feature story on East Town during its 6:30 news magazine program, *Breaking the News*, on Thursday, May 12, which featured EDC Executive Director Dan Collison. Check out "[East Downtown is now East Town](#)."

## EDC APRIL 21 ANNUAL MEETING RECAP



The EDC's Annual Meeting took place on April 21, at the Normandy Inn. The topic for this event was "The Water Works Project: Culminating 30 Years of Mill Ruins Park Riverfront Development." The featured speakers for the Annual Meeting were Jennifer Downham, the Chief Development Officer for the Minneapolis Parks Foundation, and Kate Lamers, the project

manager for the Water Works project at the Minneapolis Park and Recreation Board.

In addition, EDC Board and staff members provided a year-in-review and a strategy update for the future along with special Guest Steve Cramer, CEO of the Minneapolis Downtown Council-DID. Elections to the EDC Board of Directors also took place at this meeting. Seven incumbent board members were re-elected to three year-terms: Alex Tittle, Kelly Stenzel, Bert Winkel, Tim Briggs, Hillary Hart, Tom Hayes and Brian Maupin.

[A recap of the Annual Meeting is available on the EDC Website.](#)

## SAVE THE DATE - UPCOMING EDC BUSINESS FORUMS

### LAST BUSINESS FORUM OF THE 2015-2016 SEASON

**June 16, 2016, at North Central University in partnership with the Minneapolis Downtown Council**

*"Growing the Minnesota workforce through new and innovative means."*

**Event Description:** Hennepin County, Metropolitan Community Technical College, and regional voices speak to the new delivery systems for more people to have access to more job opportunities.

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### A LOOK AHEAD TO THE 2016-2017 SEASON

**September 15, 2016 at US Bank Stadium in partnership with the Minneapolis Downtown Council and the Economic Development Association of Minnesota**

*"Super Bowl 52: Millions of Guests, 130 Countries, 52 Bold Weeks, 5,000 Media and 10 days of Celebration."*

**October 20, 2016 at TBD**

*"Green Minneapolis: the Commons Park Now and in the Future."*

**November 17, 2016 at TBD in partnership with the Minneapolis Downtown Council**

*"Engaged Philanthropy: It takes more than writing a check to impact society."*

**December 15, 2016 at TBD**

*"Legislators: Connecting East Downtown to all of Minnesota."*

**January 19, 2017 at TBD**

*"Carlson School of Business: Keeping up with the pace of change."*

**February 16, 2017 at TBD**

*"GREATERMSP: The strategic development vision of East Downtown being told to the world."*

Stay up to date on the latest [EDC Event information](#) via the EDC Website.

## MEMBERSHIP RENEWAL STARTS SOON



Look for information regarding membership renewal coming to your inboxes in July. The EDC membership cycle runs from July through June.

You can renew online and pay by credit card or asked to be invoiced. For information on our membership levels, please visit the [EDC Membership](#) page on the Website.

We greatly appreciate our members commitment and investment in the East Town Business District.

## EDC MEMBER SPOTLIGHT

### HCMC Clinic and Pharmacy to Open in North Loop Neighborhood



Hennepin County Medical Center (HCMC) will open a new clinic and pharmacy to serve people living and working in the North Loop area and central business district in downtown Minneapolis.

“North Loop is the fastest growing residential neighborhood in Minneapolis and the people who live there have been asking

for a local clinic and pharmacy to serve their health care needs,” said Jon L. Pryor, MD, MBA, CEO. “This new clinic will do that, and serve a broader need for several sought-after specialties for people who live and work in the area.”

The new clinic and full service pharmacy will open later this year on the first floor of the Tractor Works building at 800 Washington Avenue North.

“This is an active neighborhood and this clinic will provide convenient access to

primary care, chiropractic care and acupuncture services that neighborhood residents told us they want,” said Scott Wordelman, FACHE, Sr. Vice President of Ambulatory Care & Support Services. “We will also offer allergy and dermatology specialty care by board-certified physicians, as well as additional specialties, such as women’s health and sports medicine.”

The clinic will blend high tech and high touch, with top medical care and conveniences like online scheduling, personal electronic medical records and wellness, nutrition, and fitness programming for the neighborhood.

“Our mission is to improve the health and wellness of the whole community and this clinic, along with the rest of our growing clinic system, supports that mission,” said Pryor.

HCMC recently announced the move and expansion of the Richfield Clinic, scheduled to open in a larger, more visible location in Richfield this fall. In downtown Minneapolis, HCMC operates an employer clinic and multiple primary care and specialty clinics on the main medical center campus. Construction also is underway on a new 377,000 square foot ambulatory clinic and surgery center that will open in early 2018.

“Between the new North Loop Clinic and our main campus we are able to meet every health care need of downtown residents, workers, and visitors,” said Wordelman. “People can stay in one system to get the full continuum of care, and it’s all located close to where they live or work.”

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## **‘Iron Clad’ Hotel, Apartment Project Proposed for Downtown East**



Minneapolis-based Graves Hospitality has submitted new plans for its hotel and apartment project, now dubbed “Iron Clad,” in Downtown East near U.S. Bank Stadium. The preliminary plans, submitted to the Planning Commission Committee of the

Whole, show a 153-room Marriott Moxy hotel and 166 market-rate apartments. The mixed-use project, consisting of an eight-story hotel, a 15-story apartment and a

four-story office building, would also have roughly 30,000 square feet of office space and 15,000 square feet of retail space. The project also features a rooftop sign on the apartment building for the Moxy hotel, which is part of Marriott's growing line of hip hotels.

## SUMMER HAPPENINGS



On June 11, 2016, join NorthernLights.mn and many featured artists and organizations for the sixth year of **Northern Spark!** Bringing art to the streets of Minneapolis all night, from 9 pm– 5:26 am. The theme this year, Climate Chaos | Climate Rising, explores the interconnected, evolving, long-term consequences of climate change. The evening starts at the Minneapolis Convention Center Plaza with the premier of the 2016 Creative City Challenge winner Wolf and Moose, and a kickoff concert featuring headliner Helado Negro. For more information and a full schedule of events, visit: <http://bit.ly/1rFz9vH>

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**Pianos on Parade**, a Minneapolis Downtown Council and Minneapolis Downtown Improvement District initiative in partnership with Keys 4/4 Kids, kicks off June 1! Keep an eye out for pianos

located all around Downtown Minneapolis that are open for the public to play as well as for programmed music talent. We look forward to hearing you play these pianos throughout June!

<http://pianosonparade.com/twincities/about>

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The 2016 Aquatennial is coming up July 20-23, and it's a great time to start thinking about all the



fun upcoming activities. Sign up for the Twin Cities Orthopedics Torchlight 5K (Wednesday, July 20) and run from the Basilica of St. Mary up Hennepin Avenue to the Mississippi Riverfront. Plus, registration is now open for the **2016 CenterPoint Energy Torchlight Parade** (Wednesday, July 20) on Hennepin Avenue between the Basilica of St. Mary and 5th Street. It's the largest nighttime parade in Minnesota, and it's a great way to gain exposure from a state-wide crowd that comes to town for the Aquatennial festivities (**REGISTER HERE!**). The Target Fireworks (Saturday, July 23) will cap off the week of festivities, with many more events in between. Visit [www.aquatennial.com/events](http://www.aquatennial.com/events) to learn more about the full Aquatennial schedule, or visit [www.aquatennial.com/participate](http://www.aquatennial.com/participate) to learn about taking part in one of these great events.

## NEIGHBORHOOD NEWS

### DOWNTOWN MINNEAPOLIS NEIGHBORHOOD ASSOCIATION



#### DMNA LAND USE COMMITTEE

Tuesday, 6/7/2016 | 6:00 pm  
| Normandy Inn, 405 S. 8th St.

Visit the [Land Use Committee Page](#) for more information.

#### DMNA BOARD MEETING

Monday, 6/20/2016 | 5:45 pm | TBD  
Agenda to be posted.

Visit the [DMNA Events](#) page for more information.

### ELLIOT PARK NEIGHBORHOOD INC.



#### EPNI BLUH COMMITTEE

Thursday, 5/19/2016 | 7:00 pm  
Elliot Park Recreation Center, 1000  
E. 14th Street, Minneapolis, MN  
55404

#### EPNI LIVABILITY TASK FORCE

Monday, 6/6/2016 | 6:00 pm  
Segue Cafe, 811 11th Ave.  
S., Minneapolis, MN 55404

Visit the [EPNI Events](#) page for more information.



## MEET THE EDC STAFF

**EDC Executive Director**  
**Dan Collison**



Dan has been the EDC Executive Director since 2014. He has been instrumental in redeveloping the EDC board, establishing a five-year strategic plan, catalyzing new business member engagement, producing increasingly effective public forums, and forging new strategic collaborations between business leaders, civic leaders, and the residential communities of the East Downtown District. Dan can be reached by email at [dcollison@downtownminneapolis.com](mailto:dcollison@downtownminneapolis.com).

**EDC Executive Coordinator**  
**Christie Rock Hantge**



Christie has been working as the executive coordinator for the East Downtown Council since November of 2012. Her responsibilities include supporting the work of the board of directors; assisting Dan with membership recruitment and retention; helping to plan and facilitate events; overseeing the Web site and social media; and working in partnership with the treasurer to manage the organization's finances. Christie's can be reached by email at [info@edcmpls.org](mailto:info@edcmpls.org).

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## EAST DOWNTOWN COUNCIL BOARD OF DIRECTORS

Paul Mellblom, President, MSR Design \* Carletta Sweet, Vice President, DMNA \* Tim Briggs, Treasurer, PadillaCRT \* Carina Aleckson, Catholic Charities \* Jeff Anderson, Minnesota Vikings \* Jackie Barrett, Valspar \* Marc Berg, J Selmer Law Firm \* John Campobasso, Kraus-Anderson \* Joshua Clark, Hyatt Place Hotel \* Chris Fleck, North

Central University \* Jeff Hahn, Day Block Brewing \* Hilary Hart, Guthrie Theater \* Tom Hayes, HCMC \* Daniel Gumnit, People Serving People \* Varun Kharbanda, Timeshares Systems, Inc. \* Brian Maupin, Allied Parking \* Lynn Regnier, Elliot Park Neighborhood, Inc. \* Kelly Stenzel, Thrivent \* Alex Tittle, MN Sports Facilities Authority \* Tim Tucker, Augustana Care \* Bert Winkel, House of Charity

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## Vikings Stadium Construction Project



The Minnesota Sports Facilities Authority (MSFA) in partnership with the Minnesota Vikings is building a new, multi-purpose stadium on the site of the Metrodome. Mortenson/Thor is overseeing construction. Keep up to date with construction activity on the [Minnesota Vikings](#) and [US Bank Stadium](#) Web sites, and visit the [Live Web](#) for the latest view of the construction site.

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## Ryan Companies Redevelopment Project



Construction is underway on Ryan Companies Downtown East Redevelopment Project. The first phase of the project will include about 1.1 million square feet of office space in the two Wells Fargo towers, 193 market-rate apartments in three buildings and several thousand square feet of commercial space. [Learn more.](#)

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## Downtown East



One of the two neighborhoods that comprise the East Downtown business district is Downtown East. This neighborhood is bounded in the north by

## Elliot Park



The other neighborhood in the East Downtown business district is the Elliot Park neighborhood. Elliot Park is bounded on the north by Fifth Street

the Mississippi River, in the west by Portland Avenue South, in the east by I-35-W and in the south by Fifth Street South. [Learn more.](#)

South, on the east by I-35-W, on the south by I-94 and on the west by Fifth Avenue South. [Learn more.](#)

### About the East Downtown Council

The East Downtown Council is a geographically-based business and professional association which supports the activities of businesses, non-profit corporations and property owners in the Downtown East and Elliot Park neighborhoods of Minneapolis. The organization was incorporated in 1979 as the Elliot Park Business and Professional Association (EPBPA). The name was changed in 1999 to more accurately reflect the organization's growing constituency.



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Our Web site address is:

<http://www.edcmpls.org>

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