

**Recap of the Joint Minneapolis Downtown Council and
East Town Business Partnership Business Forum
Thursday, June 21, 2018, 11:30 a.m. – 1:00 p.m.
FINNOVATION Lab / Impact Hub MSP, 817 5th Avenue South, 4th Floor
Elliot Park Neighborhood of Minneapolis**

- **Welcome and Announcements**

Steve Cramer, President and CEO of the Minneapolis Downtown Council, welcomed the audience to the joint business forum with the East Town Business Partnership, and announced the following upcoming MDC member events:

- *Friday, June 22nd, 7:30-9:00 a.m.:* Good Morning Minneapolis | The Streets of Minneapolis event in partnership with the Minneapolis Chamber and Meet Minneapolis, at Be The Match (<https://www.mplsdowntown.com/event/good-morning-mpls-streets-mpls/>);
- *Wednesday, July 11th, 4:00-6:00 p.m.:* Summer Social with Meet Minneapolis and Mississippi Park Connection, at the St. Anthony Falls Visitor Center (<https://www.mplsdowntown.com/event/summer-social-meet-minneapolis/>); and
- *Wednesday, July 18th, 7:30-8:45 a.m.:* Coffee and Conversation with State Representative Raymond Dehn, at 4Marq Apartments (<https://www.mplsdowntown.com/event/coffee-conversation-meet-representative-raymond-dehn/>).

Ongoing summer activations include:

- Go Outside with Hennepin County (<https://www.mplsdowntown.com/gooutside>)
 - Events at the Government Center South Plaza include:
Downtown Farmers Market on Tuesdays, 9:00 a.m.-3:00 p.m.
Outdoor Recreation on Wednesdays, 11:00 a.m.-1:30 p.m.
Piano Performances on Thursdays, 12:00-1:00 p.m.
 - Events at Target Field Station include:
Trivia nights, movie nights, outdoor fitness and more;
- Downtown Farmers Market has also returned to Nicollet on Thursdays through October, 6:00 a.m.-6:00 p.m. (<http://www.onnicollet.com/events>);
- Pianos on Parade, in partnership with Keys 4/4 Kids (<https://www.mplsdowntown.com/pianos/>) through Saturday, June 30th; and
- Aquatennial, beginning with CenterPoint Energy's Torchlight Parade on Hennepin Avenue and culminating with Target's Fireworks over the Mississippi River (<http://www.aquatennial.com/>), one of the top five fireworks displays in the nation, on Wednesday July 18th through Saturday, July 21st.

Cramer then thanked Jacquie Berglund of the FINNOVATION Lab (<https://finnegans.org/finnovationlab/>) and Mary Rick of the Impact Hub MSP (<https://www.impacthubmsp.com/>) for hosting; John Campobasso and Kraus-Anderson (<https://www.krausanderson.com/>) as the presenting sponsor; and KA's workplace consultant and solutions partner, Lauri Bolin, David Haines, Chris Rose, Sally Hanson and Kelly Stalvig from Parameters (<http://www.parameters.com/>), as the supporting sponsor.

Dan Collison, Executive Director of the East Town Business Partnership and Director of Downtown Partnerships for the MDC, thanked the audience for attending and commented it's fabulous to be in this space that is a new hub for social enterprise and community building, and to experience part of KA's block development that is instrumental in reshaping this part of Elliot Park and, in the larger

narrative, the area we call East Town.

Collison further noted the ETBP is an inclusive organization and welcomes community announcements from members at its forums, e.g.:

- Cynthia Froid Group's 5th Annual Izzy's Ice Cream Social (<https://www.cynthiafroid.com/events/2018/6/8/cfgizzys-ice-cream-social>) at Gold Medal Park on Wednesday, June 27th, 4:00-6:00 p.m.;
 - The brand new FINNEGANS Produce & Craft Market (<http://finnegans.org/market/>) at FINNEGANS Courtyard, 817 5th Avenue South on Fridays through September 28th, 12:00-7:00 p.m.;
 - Mill City Farmers Market at The Commons on Tuesdays through September 25th, 4:00-8:00 p.m., and at 2nd Street and Chicago Avenue on Saturdays through October 27th, 8:00 a.m.-1:00 p.m. (<https://millcityfarmersmarket.org/>);
 - FINNOVATION Lab Fellowship Program which is awarding a \$50,000 full-time living stipend to support a Fellow while they start and build an enterprise (<https://finnegans.org/fellowship/>);
 - Participate in the American Red Cross Missing Types campaign at <https://www.redcrossblood.org/missingtypes.html>;
 - First Covenant Church's year-round shelter (<http://www.1stcov.org/shelter/>). They have learned from transitioning from providing shelter only in the winter to year round is a lot of partner organizations who provide services in the winter leave in the summer and FCC is inviting the business community to participate;
 - The Downtown Minneapolis Neighborhood Association invites you to fill out its 2018 Community Engagement Survey (<https://www.thedmna.org/dmna-seeking-input-from-the-downtown-community/>);
 - Learn more about and attend the neighborhood organization meetings by:
 - Visiting <http://www.thedmna.org/> for Land Use Committee and Board meetings
 - Visiting <http://elliottparkneighborhood.org/> for Building, Land Use and Housing (BLUH) and Livability Task Force meetings; and
 - For help navigating City Hall with your business questions, visit the City's new Minneapolis Business Portal (<https://business.minneapolismn.gov/>) designed to connect entrepreneurs and small business owners to the information and resources needed to plan, launch and grow a business.
- **Ward 7 Update**

Ward 7 Council Member Lisa Goodman thanked Cramer and Collison for their invitation and stated she's most appreciative for ETBP's invitation because she worked as its greening coordinator in 1997, when it was known as the Elliot Park Business and Professional Association (EPBPA), to green a portion of HCMC's parking lot, so even back then they and other organizations were concerned about making downtown a greener place.

When she first became a Council Member she represented all of downtown, but because primarily of the incredible growth that occurred throughout the 2000s and reflected in the 2010 Census, downtown was split into three Wards (3, 6 and 7) in 2012. Her Ward (<http://www.minneapolismn.gov/ward7/WCMS1Q-067101>) includes all of the neighborhoods

surrounding Lake of the Isles, i.e., Kenwood, Lowry Hill, Cedar-Isles-Dean, Bryn Mawr, East Isles, and all of the south end of downtown which, she would argue, is mostly downtown.

Goodman then talked about the importance of “persistence” and everything that everyone does. Twenty years ago, no one would have thought a whole neighborhood would have been built in this area; it was a sea of surface parking lots that many of you fought to change. But because of persistence of neighborhood organizations, i.e., the DMNA and EPNI, things began to change. There were only a few businesses, many of which were part of EPBPA, but instead of bailing on the neighborhood, they were persistent and figured out how to remain and recruit others to come.

Kraus-Anderson, who had a horrible 4-story building on its site surrounded by a sea of surface parking, came to her and said they wanted to put up another 4-story building but it’ll look a lot better and the rest of the lot will remain surface parking but they’ll develop it later. Goodman persisted and told them there’s a place for that and it’s called the suburbs, but if you want to build in downtown you have to be persistent and have a bigger dream. Acting on her advice, and in collaboration with Jacquie Berglund, KA determined they could build housing and a hotel because they were persistent in believing this neighborhood could be something better.

Persistence can also be attributable to Thrivent. With close to 40 years on its current site, instead of bailing to the suburbs they decided to double down and build a beautiful new headquarters in downtown, allowing Hennepin County to expand the number of employees in downtown in Thrivent’s soon to be former headquarters, and new housing to be built on its former corporate parking lot.

Persistence can also be attributable to Wells Fargo. In addition to its two-tower headquarters built near the stadium and The Commons, there are plans [presented to EPNI BLUH on June 21st] to redevelop its 1-story bank branch on a half City block at 801 Portland Avenue, which was surrounded by surface parking, into a 16-story, mixed-use project with a new bank branch (<https://www.bizjournals.com/twincities/news/2018/04/16/kraus-anderson-plots-next-phase-of-its-downtown.html>), bringing to Goodman’s count, amongst all these new residential developments, more than 2,000 new residents to the neighborhood.

And the City is building a new Public Service Building on the Opus/InterPark ramp at South 5th Street and 4th Avenue South which began demolition this past Monday. This new building will consolidate employees from a whole bunch of buildings throughout downtown into a new building adjacent to the Government Center Plaza.

All these organizations were persistent in making sure employees have a better environment in which to work and more places to live.

Using the aphorism "a rising tide lifts all boats," Goodman noted that some boats do not as it relates to affordable housing. Despite all these new developments occurring around us, House of Charity has been persistent by remaining in the neighborhood, reevaluating its food system and striving to build more affordable housing to grow in downtown as downtown grows (<http://www.houseofcharity.org/expandinghope>) and they finally got the financing to do it and hopefully they’ll be able to break ground this year.

This City understands the importance of cooperation and working together, and most importantly, so many people believe strongly that if they persist and move forward their dreams can become a reality. Goodman believes she is lucky to be a small piece of what’s been happening downtown and happy to be able to share it with us today.

Collison then directed the audience to the ETBP’s Business Forum Series flyers and the two-fold brochure with membership information at their seats. The flyer lists the 10 strategic forums intentionally designed to take us into the deeper soil of building a vibrant East Town. The 2018-2019

season will kick off in September as a joint forum with the MDC celebrating Sherman Associates' East End development at Chicago and Washington Avenues. The brochure explains the renewal process which kicks off in July and membership levels.

- **Kraus-Anderson Full Block Development:
Building Enduring Relationships and Strong Communities**

While using a slide presentation, John Campobasso, Vice President, Director of Marketing at Kraus-Anderson, displayed a photo of their redevelopment site as it was in April 2016, i.e., a 4-story, 30,000 square foot building that housed 125 employees surrounded by a sea of parking. Then he displayed a photo of the site as it is today, i.e.: four distinct buildings containing 761,000 square feet on two levels of underground parking containing 550 stalls, a dramatic difference.

Campobasso then guided the audience through the evolution of the full block redevelopment beginning in 2012 when the ownership decided to consolidate their Bloomington and Circle Pines offices into their one original location in Minneapolis.

Initially, KA was just focused on their own needs and came up with a design for a 4-story, 80,000 square-foot headquarters on the corner of South 8th Street and 5th Avenue South, and would worry about developing the remainder of the block later on, but by 2015 they realized they couldn't break ground on just their own building so they stepped back to re-imagine what could be done. Meanwhile, between 2013 and 2018, \$3 billion in investments occurred resulting in the rise of East Town. This was the context in which KA re-imagined what could be done on their block and ESG Architects was engaged to develop a Planned Unit Development (<http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcmssp-175044.pdf>). They broke ground on their new headquarters in April 2016, while leasing East Broadway Place for temporary headquarters, and moved back into their new 5-story, 100,000 square-foot headquarters in October 2017 followed by a ribbon cutting in November 2017 (<https://www.krausanderson.com/blog/ka-block-update-november-2017/>). There are approximately 275 employees and there is room to grow to over 350 employees.

In lieu of touring KA's headquarters, Campobasso displayed images of the interior, including some of the 35 different collaborative spaces within the central core of the building, and furniture provided by Parameter. Employees were engaged on committees to help shape features of the interior based on interests including wellness, sustainability, nutrition, workstation ergonomics, etc. The building was constructed with sustainable features including high energy efficiency mechanical and electrical systems, automated systems, LED lighting and abundant day lighting in an open office environment, and the technology works! There is a 5th story patio currently being used for a barbeque lunch party, and they've installed three beehives on the rooftop (<https://www.krausanderson.com/blog/kraus-anderson-urban-honey-bees-all-the-buzz-part-two/>). After acclimating to Minnesota weather, the bees are thriving.

Campobasso then guided the audience around the remainder of the block redevelopment moving toward the east with their 306-unit, 17-story HQ apartment tower at 818 Portland Avenue that opened in March 2018 and is 36% leased. Three units have been committed to Firefighters for Healing to allow burn victims and trauma patients to take advantage of the proximity of Hennepin Healthcare's services.

Moving to the south, the final building to be completed, and another great amenity for the neighborhood, is the 8-story, 165 key Elliot Park Hotel, a Marriott Autograph Collection® full-service hospitality project at 825 5th Avenue South that KA will be turning over to Wilkinson Development of Yakima, Washington. He acknowledged the new General Manager of the property, Dana Orlando, who was in attendance. There will be a soft opening of the hotel in September with a grand opening in October.

Completing the redevelopment block is the 4-story, 47,000 square feet FINNEGANS House where we are today. KA knew what they wanted to do with their headquarters and apartments, but didn't know what to do with the rest of the block. As Goodman mentioned earlier, Jacquie Berglund approached KA with a concept for a brewery and brewtel. Since Berglund has been a member of Elliot Park neighborhood for a long time and a great partner of KA's, through persistence they worked together and came up with this fun, mixed-use project that has brought employment, housing, and hospitality to the neighborhood.

- **FINNEGANS House**

Jacquie Berglund, CEO and Co-Founder, welcomed everyone officially to FINNEGANS House and extended gratitude because it took a village to get this full block redevelopment project done. Berglund likes the "persistence" theme Goodman gave to this event because she was like the bad penny that wouldn't go away. They are thrilled to be open: the brewery opened on St. Patrick's Day, and the FINNOVATION Lab / Impact Hub has been open for a month.

Berglund explained the original vision, as Campobasso mentioned earlier, was for a brewtel because Summit Brewing Company had been brewing her beer since 2003 and they wanted to brew their own. When she started there were only half a dozen breweries and now there are over 150 and 5 years ago it became clear to her that if they didn't build their own brewery and do something big, they were going to be in trouble. One of her proprietors who was in the hospitality industry suggested doing a brewtel. Subsequently, on a trip to Europe, Berglund discovered brewtels were all over the place and began to think it was a cool idea. They started looking around and because she wanted to stay in Elliot Park, their office has been here since 2009, with the cooperation and partnership of KA and ESG Architects, the timing was fortunate to help them follow this dream.

Berglund advised tours will be given afterwards and then described the layout of the building and programs offered. On the main floor is the Taproom, a comfortable community gathering place serving 14 taproom exclusive beers, 5 more planned for 2018, and 4 year round products. Nonalcoholic beverages are also available. They are the first beer company in the world donating 100% of the profits to feeding the hungry. At the rear of the building is a family- and dog-friendly Courtyard hosting the new weekly Produce & Craft Market. Overlooking the Taproom is the private Brewer's Den social club for people who care about the greater good and want to make a difference. Membership is 75% tax deductible and goes to support programming at the FINNOVATION Lab / Impact Hub MSP. They have exceeded their stretch goal of 400 by over 100, i.e., over 500. For cross pollination, all entrepreneurs of the FINNOVATION Lab / Impact Hub MSP are automatically members of the Brewer's Den.

- **FINNOVATION Lab / Impact Hub MSP:
A One-stop Shop for Impact Entrepreneurs!**

Mary Rick, CEO, welcomed the audience and extended a huge thanks to Berglund, Campobasso and Goodman for helping to make this space and building possible. She advised the Bush Foundation was also instrumental in kicking off their work here with a significant investment to build it out.

Rick explained her work has been focused on the design, build, and now activation of their work. They call this space their Collaborative Facility and the FINNOVATION Lab, led by Berglund's vision, is a social business incubator and accelerator offering venture service programs designed to achieve and launch high impact enterprises. They empower and provide system change leaders with access to capital and support in order to accelerate and amplify their impact.

The Impact Hub is focused more on the workspace, events and communities of practice. It offers coworking, shared and dedicated workspaces, community-led workshops, and peer-to-peer learning

designed to create an energizing and collaborative atmosphere and drive positive change amongst entrepreneurs, innovators, consultants, and nonprofit professionals.

The coworking market has exploded in the Twin Cities in the last couple years and the market is competitive, but there was still no home for business leaders exclusively focused on impact and social good. The multifaceted model of the FINNOVATION Lab / Impact Hub MSP is what they are all about and they have a welcoming approach. If you are inspired by this model, they want you here and to work to provide you with the support you need to take you to the next level.

Rick then gave an overview of their program priorities, what's been happening in the community, e.g., Twin Cities Impact Investing Ecosystem (<https://minneapolis.impacthub.net/impact-investing-ecosystem/>), and the 9-month Fellowship Program, applications for which close on July 15th.

Lastly, Rick implored the audience to help spread the word about their programs, consider this space for their next meeting or event, and to pick up a Day Pass provided by Ixchel McKinnie their Community Innovation Director on their way out.

Thereafter, Berglund, Campobasso, Collison and Rick entertained questions from the audience, followed by a drawing of 10 names for water bottles provided by Parameter, and the gathering of those wishing to tour the space.

To review the presentations of this joint forum, go to <https://easttownmpls.org/wp-content/uploads/2018/06/6.21-member-forum-presentation.pdf>.