



green
minneapolis



Transforming downtown from *gray* to *green*.



Green Minneapolis

- A multi-project conservancy
 - Fundraising
 - Operations and Programming
 - Planning and Advocacy
- Enhance the vitality of downtown Minneapolis through parks and greening
- Build public/private partnerships to achieve greening projects that can't be done by government alone





The Vision



**TRANSFORMING DOWNTOWN
FROM *GRAY* TO *GREEN*.**



How Green Connects Us

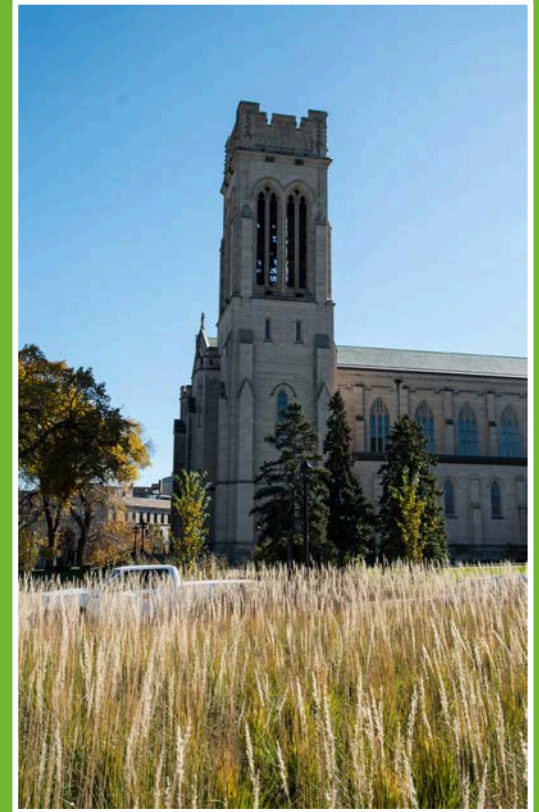
PLACES



PEOPLE



PARTNERS



Good For Business

Green streets and parks:

- Increase downtown livability
- Attract and retain workforce
- Spur new development, increasing tax base
- Generate increased pedestrian traffic, enhancing safety and street level restaurant and retail
- Dramatically increase property values
- Ease mental strain and connect people to community, leading to happier, more productive employees





Green Minneapolis is the powerful link between government and our downtown community, a catalyst for the private sector to get involved in greening our downtown, and a voice for the vibrant and green downtown we all have a stake in.



The NOW



green
minneapolis



The Commons

Green Minneapolis:

- Completed \$14M private sector capital campaign
- Operate and activate 4.2 acre park next to U.S. Bank Stadium
- Daily hospitality, maintenance and security
- Welcomed over 1M dedicated users (since 2017)
- Programmed over 150 free public events with 40,000 attendees





Hennepin-Lyndale Crossroads

Green Minneapolis:

- Transformed major intersection with greening of medians
- Important gateway to our city linking many cultural institutions
- Now: plants, trees, maintenance
- Future: pedestrian improvements, lighting, art
- Partner with neighborhood associations, Walker, MPRB, churches



The **NEXT**

Peavey Plaza, Revitalized

Green Minneapolis:

- Completing \$12M capital campaign, with \$10.1M raised to date
- Restored fountains, lush tree canopy and improved accessibility
- Grand opening Summer 2019
- Finalizing agreement to operate, maintain and program
- Live music & programming partnership with Minnesota Orchestra



Support our Downtown Forest with Greening Lab

First step in a broad effort to plant and maintain thousands of trees downtown

- Partnership with DID, MPRB, DMNA, MWMO
- Weekly watering & care to support young trees
- New planting techniques
- New tree tracking system coordinated with Park Board
- Plant hundreds of new street trees



Support **OUR WORK**
Get **INVOLVED**



green
minneapolis



Support a Green Downtown

- Host an event at your office to introduce your colleagues to Green Minneapolis
- Become a programming sponsor at The Commons or Peavey Plaza
- Attend park events
- Volunteer
- Follow us, sign up for newsletter
- Share ideas
- Donate

