

Recap of the Joint ETBP|MDC Business Forum Introducing the Ironclad

(<https://easttownmpls.org/wp-content/uploads/2019/09/9.19-Member-Forum-Prreso-FINAL.pdf>)

**Thursday, September 19, 2019, 11:30 a.m. – 1:00 p.m.
Moxy Minneapolis-Downtown, 247 Chicago Avenue South
Downtown East Neighborhood of Minneapolis**

I. Welcome and Announcements

Steve Cramer, President and CEO of the Minneapolis Downtown Council, welcomed the audience to the fabulous new space in the Moxy Hotel and extended thanks to the Moxy and Ironclad team for hosting today's event. Then he quickly announced the following MDC member and community events:

- *Thursday, October 24, 11:30 a.m.-1:00 p.m.:* Member Forum | Innovative Approaches to Education & Workforce Development (<https://www.mplsdowntown.com/event/member-forum-innovative-approaches-to-education-workforce-development/>).
- *Wednesday, October 30, 4:30-6:30 p.m.:* Happy Hour Presentation | Inside Jack Link's Test Kitchen (<https://www.mplsdowntown.com/event/happy-hour-presentation-inside-jack-links-test-kitchen/>).
- *Wednesday, November 20, 4:30-6:00 p.m.:* Cocktail & Conversation | Building Smart & Connected Workplaces (<https://www.mplsdowntown.com/event/cocktail-conversation-building-smart-connected-workplaces/>).
- *Tuesday, October 1, 5:00-9:00 p.m.:* Mpls Downtown Council Gala & 2025 Plan Leadership Awards Presented by YA (<https://www.mplsdowntown.com/event/mps-downtown-council-gala-2025-plan-leadership-awards-presented-by-ya/>).
- *Saturday, September 21, 10:00 a.m.-5:00 p.m.:* Explore Downtown Living (<https://www.mplsdowntown.com/event/explore-downtown-living-4/>).
- *Thursdays-Sundays, November 29-December 22:* Holidazzle & Wells Fargo WinterSkate in Loring Park (<https://www.holidazzle.com/>).

Dan Collison, Executive Director of East Town Business Partnership, also thanked the Moxy Hotel and Ironclad team for their hospitality and then acknowledged the following ETBP platinum sponsors:

- Allied Parking
- American Academy of Neurology
- CenterPoint Energy
- Clear Channel Outdoor
- Community Housing Development Corporation
- Delta Dental
- ESG Architects
- Hennepin Healthcare
- House of Charity
- Kraus-Anderson
- Minnesota Vikings
- Clearway Energy (formerly NRG Energy)
- Padilla
- People Serving People
- Thrivent Financial
- U.S. Bank
- Sherman-Williams
- Wells Fargo

Collison explained to the MDC membership the ETBP is a small-budget organization and its platinum and other sponsors, as well as its unique partnership with the MDC, are vital to the running of the ETBP and

fuels this sense of cooperation.

While displaying a picture of himself 40 years ago rocking Hush Puppies, leather band watch and Dutch Boy paint kind of haircut with his two siblings in a small rural town in Michigan, Collison stated this was when the ETBP was established. Contextually, this was when Hennepin County Medical Center (now Hennepin Healthcare) was 3 years old, the [Hubert H. Humphrey] Metrodome broke ground in December 1979, and Downtown East and Mill District was for the most part a post-industrial wasteland which has been reinvented to become this incredible and vibrant community now referred to as East Town. The ETBP will spend this year bringing back memories and sense of relevance in looking toward the future.

Collison then displayed the original incorporation document for the ETBP's predecessor, the Elliot Park Business and Professional Association, which was renamed in 1999 as the East Downtown Council to acknowledge all the reinvestment occurring along the riverfront and the growing residential population, and to reach across the span of vacant surface parking lots and stitch together a common narrative for the adjacent neighborhoods of Downtown East and Mill District.

Then after a 2-year rebranding effort to bring these diverse and dynamic neighborhoods together under a specific brand, which included listening sessions with community stakeholders, the district was inaugurated in 2016 as *East Town* (condensed from East Downtown), *a vibrant, multifaceted and connected community* and the organization itself was rebranded East Town Business Partnership. The goal has always been to spotlight the neighborhoods, and when new development arrives find ways to connect to the residents, businesses, visitors and elected in order to have a collective sense of place and being.

As the ETBP winds through its 40th year (i.e., 2019-2020 season), it will spotlight the narratives of those businesses that have been here all along as well as those that have arrived more recently. Then he announced the following upcoming events:

- Next EBTP Business Forum is on *Tuesday, October 22, 11:30 a.m.-1:00 p.m.*: Finnegan's | Elliot Park Yesterday, Today and in the Future (<https://easttownmpls.org/etbp-scheduled-for-october-22-at-finnegans-in-the-brewers-den/>).
- Winners of the 2019 Greening and Public Realm Awards have been announced (<https://www.mplsddid.com/greeningawards>) and we congratulate Mill City Farmers Market.
- Green Minneapolis Fall Tree Survey on *Thursday, September 19th* at The Commons, and *Tuesday, September 24th* at Peavey Plaza, both days at 4:30-6:00 p.m. (<https://www.greenminneapolis.org/about/volunteers/>).
- Coffee with Council Member Steve Fletcher is on *Wednesdays, 5:00-6:30 p.m.* at varying locations within Ward 3 (<https://www.facebook.com/pg/FletcherMpls/events/>).
- Neighborhood association meetings:
 - For Downtown Minneapolis Neighborhood Association Board and Land Use Committee meetings as well as other events, visit <http://www.thedmna.org/>. Its annual meeting will be on *Monday, October 28th, 6:00-8:00 p.m.* at Open Book.
 - For Elliot Park Neighborhood, Inc., Building, Land Use and Housing (BLUH) as well as other events, visit <https://www.elliottpark.org/>. Its Art Pop! Block Party celebrating local businesses, art, music and food is on *Saturday, September 21, 12:00-6:00 p.m.* (<https://www.facebook.com/ElliottParkArtsQuarter/>).
- For help in navigating City Hall with your business questions, visit the Minneapolis Business Portal at <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.

II. Business Spotlight: Twin Cities Startup Week

Casey Shultz, Director (<https://www.linkedin.com/in/caseyshultz>), explained she's a recent transplant and last year participated in their Fly-In Program (<https://medium.com/twin-cities-startup-week/tcsw-grows-its-national-audience-with-annual-fly-in-program-237ae736889f>) for 50 highly skilled individuals who are interested in moving to the Twin Cities to connect with companies that are hiring; she's a success story of that program.

What's interesting about the Twin Cities is there are more Fortune 500 companies located here than in any other state and TCSW has been fortunate to partner with many of them for this event. This year they're proud to add Target and 3M to that list.

Then she gave an overview of this year's week-long celebration taking place October 9-16, 2019. She invited everyone to attend as there are opportunities to network with other business leaders in the community. To learn more, visit <https://twincitiesstartupweek.com/>, @tcstartupweek or casey@beta.mn.

Collison commented when he lived at Phoenix on the River he attended the Moveable Feast (<https://www.openarmsmoveablefeast.org/restaurants>) for progressive meals. TCSW is a progressive meal; it's in many locations and has incredible topics. Collison has attended à la carte primarily in the downtown locations, and every time he went the people who were at the forefront of entrepreneurship were impressive. He encouraged everyone to check it out and create their own progressive meal partly because we want to drive innovation and startups to become more of a national leader, and partly because of the opportunity to meet with the amazing presenters.

III. Introducing the Ironclad

A. Design Background

Joshua Jansen, Design Principal at Collage Architects (<http://collagearchitects.com/staff>), advised they've been working on this project for many years; it's on a unique site – where the old rail line came through and intersected with the city grid – and is a great chest piece for downtown along Washington Avenue. He has intimate knowledge of the site because he used to park there when he worked at ESG Architects.

Then Jansen guided the audience through the history of the site which gave it the project's name – a former wood grain elevator that burned down and was rebuilt clad in iron to protect it from future fires – the rationale for the site plan which creates a view corridor along Chicago Avenue toward the Guthrie Theater and riverfront, floor plans for both the Ironclad (<https://ironcladmn.com/>) and Moxy Hotel (<http://moxy-hotels.marriott.com/en/hotels/minneapolis-downtown>) with an amenity deck, streetscape that includes remnant stones from the old rail line, and materials and colors used.

Varun Kharbanda advised because of the challenges they faced they went through several iterations with Collage and Kraus-Anderson as to the orientation and parking – tried to go below grade, but due to issues with the water table it wasn't feasible. should be below grade. As the parking was brought up as a liner, the rooms which begin at the third level were able to be illuminated.

B. Moxy Hotel

Rhonda Hagel, General Manager at Graves Hospitality (<https://www.linkedin.com/in/rhonda-hagel-a430a746>), and Michelle Eng, Director of Sales and Marketing at Moxy Minneapolis (<https://www.linkedin.com/in/michelle-eng-7a715a5>), gave an overview of this. Moxy is Marriott's newest lifestyle brand and this is the 14th to open in the U.S. A 15th has since opened and expect to open a total of 30 by the end of 2020. Their worldwide locations include Copenhagen, London, Paris, Tokyo, and next year they'll be rolling into South America. The media is recognizing it as a cutting-edge disruptor within the hotel industry that is changing, along with current travelers' expectations, to be a more experiential stay. And this it is not your mother's Marriott, but it is for the young at heart. This lifestyle brand wants to collaborate with guests and the community, and the goal is to have more fun

daily activation events to get them to hang out at the Moxy. They're also pet friendly, e.g., Puppies and Pints at the Moxy! They're looking for local businesses willing to partner with them to creatively activate the Moxy. For more information about their services and neighborhood rates, on your way out pick up the brochures available or contact the front desk.

C. Downtown Research Group

Paul Begich, Leasing Professional (<https://drgmpls.com/agent/paul-begich/>) at DRG, advised they were brought early into the process to assist in the project's lease-up; they've had a lot of experience in many of the multifamily properties in and around Minneapolis, the most recent being the East End. Begich came to compare the Ironclad itself, its amenities and pricing to other fully amenitized buildings in the area such as HQ Apartments, Nic on Fifth, Rafter Apartments.

Kharbanda explained they worked with DRG and Collage to first determine who their clients would be and how they should be catered to in order to develop a more contemporary layout design and when touring the units this will be expressed through the elevated ceiling heights with floor to ceiling windows, designer plumbing fixtures and floor tiles in bathrooms, large balconies, etc., and they worked with CenterPoint Energy to be able to have the gas ranges that they heard the clients wanted. They're heavy on security so there are access cards to move around. And like the Moxy they are dog friendly.

Begich advised Ironclad and DRG's relationship aided in the pricing of the lease-up which is why they've seen such velocity; they opened in July 1, 2019 and just crossed 67% or 115 of 171 units. Ironclad has all the amenities being offered at the previously mentioned buildings plus one not offered at most others, i.e., one parking stall per occupant versus per unit, and it's priced at \$260 per foot versus \$290 per foot.

The Ironclad is uniquely situated to the Mill District where they can capture down-sizers, empty-nesters, as well as young professionals who are moving downtown to live the amenity-rich urban lifestyle close to skyway access and mass transit.

Lastly, the units prepared for touring were described: 307F, the larger 1-bedroom at 800 square feet which flew off the shelf; and 306D, a similar 1-bedroom which closely followed.

Thereafter Kharbanda responded to a few questions from the audience about electric charging station – they brought electricity to the parking stalls but haven't completed them because the technology has changed to an inductive charging (https://en.wikipedia.org/wiki/Inductive_charging); and retail – they have 3 or positions for retail: Pearl and Theft Restaurant (<https://www.twincities.com/2019/04/23/former-stillwater-restaurant-pearl-and-the-thief-finds-minneapolis-home/>), a bank whose construction should be complete in a couple weeks, and one larger space that could be divided into two smaller spaces, and they've provisions so that they can be accessed without going outside.

IV. Closing Remarks

Kharbanda advised his parents have owned this land for 35 years and if we've ever tailgated, we came here and would have seen the touchdown lot and the field goal lot. He and his brother are actively involved in the project and are loving it. Then he thanked the Moxy and Ironclad crews, Collage Architects, Kraus-Anderson, Intercontinental Hotel, Graves Hospitality, Henley Audio. He also thanked the audience for attending.

Collison then extended gratitude to the Kharbanda family who have invested in this community and the brainchild behind this project. Then he extended thanks to the presenters, the MDC staff, ETBP Staff Christie Rock Hantge and the audience, and then he reminded them of the October 22nd forum at Finnegan's Brewery & Taproom.

Thereafter optional tours were given for both properties.