

**St. Cloud
Downtown Council
& Alliance
Foundation**

**COMMITTED
TO THE
CORE**



2015 Annual Report

LETTER FROM THE 2015 BOARD CHAIR, TAMI DELAND

St. Cloud's Downtown has experienced a fruitful year in 2015. We witnessed a net gain in new businesses and in new jobs. The acquisition of Downtown buildings indicates an upward trend in the commercial real estate market. New property owners bring enthusiasm and investment into Downtown.

Our special events and festivals were well attended again this year. Over 20,000 visited Downtown during the Capital One Winter Nights & Lights Festival that we hosted, now in our 15th year.

The St. Cloud Downtown Council (DTC) Board and staff worked hard in 2015. Two imperatives guide the work of the DTC as we advance our strategic priorities. First, we are committed to the economic prosperity of Downtown. Second, we provide leadership to the Downtown community as we work together to shape the area's future.

The DTC is the go-to resource that gets things done for anyone with a Downtown connection; current and prospective employers, employees, residents, property owners and developers. Because we serve such a diverse group, we are multifaceted in our approach and both creative and pragmatic in our solutions.

Over the past 24 years, we have transitioned into a leadership organization. We foresee advancing that leadership with innovative programs aimed at improving the Downtown experience for residents, businesses and visitors.

We will continue working closely with our members, Downtown companies, developers and residents as well as government officials and our partners. St. Cloud will only continue to evolve as a city, and the DTC will be right there alongside it.

Now in our third decade, the DTC continues to gain momentum in assuring Downtown is a thriving urban center in the region in which to live, work, play and invest.



Tami DeLand, 2015 Chair
Board of Directors

LETTER FROM THE PRESIDENT, PEGG A.K. GUSTAFSON

As full-time advocates for Downtown, the St. Cloud Downtown Council and Alliance Foundation's most powerful tools for change are our vision and our voice. It is imperative that we continue to envision the future, assessing community members' needs for Downtown's evolution, and finding ways to bring them to light.

We act as Downtown's *seat at the table*, working with the City of St. Cloud and Stearns County as they create the long-term plans and infrastructure that make Downtown an attractive place for investors. That brings private development from risk takers who are sold on our city.

This was a year when advocacy, planning, infrastructure and investment came together in several big ways. We celebrated the expansion of the River's Edge Convention Center. Over \$6.5 million in commercial investments were made during 2015 with so much more expected in 2016: The Lofts Condominiums, Highbanks, new parking ramp, just to name a few.

It was a privilege serving on the City's 2015 Comprehensive Plan Advisory Committee. And, it was certainly an honor to be recognized for our work by receiving the Mayor's Reflection of the Year Award.

My trip with St. Cloud Rotary Club president, Jill Magelssen, to San Francisco to receive the International Downtown Association Pinnacle Award was gratifying. Rotary's Summertime by George is a wonderful example for all cities to emulate; the award was well deserved and our entire community has reason to be proud.

I owe many thanks to our members, donors, Greater St. Cloud Development Corporation, Stearns County, the City of St. Cloud and all our strategic partners for their support and great work in 2015. Also, a special thanks to the DTC Board of Directors for its support, encouragement and commitment to the organization and our beautiful, vibrant Downtown.

It continues to be a pleasure to serve alongside you as we work every day to make this an economically prosperous, enjoyable place to live, work and play.



Pegg A.K. Gustafson
President / CEO

LETTER FROM THE 2016 CHAIR, JEFFREY PETERSON**MISSION**

To lead and champion for Downtown's continuing development as an attractive, dynamic and economically progressive urban center valued at the heart of the region.

VISION

St. Cloud's Downtown is recognized as the social, cultural and economic center of Central Minnesota.

Game-changer. There is really no other way to describe what is happening in Downtown right now.

Game-changer is a way to describe the energy and vitality on the streets and in the apartments, restaurants, businesses, and theatres throughout Downtown. But it's more than emotional electricity. This game-changer is about blood, sweat and tears; vision, investment and opportunity. It's about the coming of several new developments which should prove to be catalysts for economic development and population growth – game-changers – in the new urbanity of St. Cloud's Downtown. This is where innovation intersects with opportunity.

We plan to be a game-changing organization that uses creative innovation to alter our business plan or conceive an entirely new plan by exploring new opportunities and different products. 2016 just might be the game-changing year with the City's Comprehensive Plan adopted, Downtown the anticipated redevelopment of catalytic sites, Beaver Island Trail extension completion, plans underway for a Mississippi Riverwalk, "The Lofts" 47-unit market-rate condominiums, new parking ramp, Highbanks redevelopment, and possibly more.

Downtown is definitely a different place from 10 years ago. The positive change is quite remarkable. 2015 was a very good year. As we ask our members to renew and stakeholders to invest, we, too, want to renew our commitment.

New energy is spurring new development throughout St. Cloud's Downtown. This energy is spearheaded by the DTC in partnership with several public and private organizations. Downtown is **the** place to be and I'm so proud to be a part of the change.



Jeff Peterson, 2016 Chair

Board of Directors

2015 HIGHLIGHTS

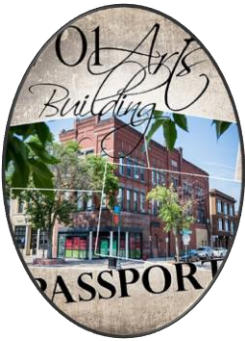
The St. Cloud Downtown Council & Alliance Foundation are non-profit community advocacy organizations dedicated to ensuring Downtown is the region's premier location. Today, more than 150 companies and organizations throughout the region make up our membership and help us create an extraordinary urban environment. Memberships and sponsorships allow Downtown to continue to thrive and grow.

We are dedicated to promoting the greater Downtown area, building a neighborhood, serving as an information resource, and advocating the interests of our members, local businesses and property owners.

MEMBERSHIP

Purpose: Provide an independent voice with strong leadership representation on behalf of our members.

- Retained 98% of membership.
- 8 new members.
- Featured 82 members on Facebook. 305 Facebook posts.
- Expanded Small Business Saturday to include 18 members (3 in 2014).
- Updated Downtown map.
- 48 Monday Morning Memo e-newsletters sent to over 3,000; open rate average 53%.
- Hosted 6 Member Meet-n-Greets.
- Partnered for educational opportunities such as DAYTA Marketing social media, Coffee/Careers, Talent Summit, Well-Being Summit, Virtual Safety Network).
- Advocated on behalf of membership on issues regarding permits, permitting delays, liquor licenses, fencing, marketing, and code issues.
- Hosted Spring Cleanup.
- Responded to more than 300 requests for information, service or assistance from Downtown members and stakeholders.
- Mulched and weeded 29 raised tree rings.



ORGANIZATION

Purpose: Keep the Board, committees, staff and program-of-work healthy by attracting people and resources to the organization.

- Hosted new Board member orientation.
- Weekly FYI emails to Board members.
- Fostered and maintained relationships with our strategic partners.
- Board members were in contact with each member at least once during 2015.



BUSINESS RETENTION & RECRUITMENT



Purpose: Promote Downtown's reputation as a creative capital destination.

- Over \$6.5 million in commercial investment.
- Downtown market-rate loft condominiums approved.
- Maintained database of available properties.
- Maintained database Downtown investments since 2010.
- Helped to secure \$25,000 from St. Cloud Rotary Club to support Mississippi Riverwalk in partnership with the City of St. Cloud and Mississippi Partners.
- Construction started on new parking ramp.
- Construction in progress for Beaver Island Trail from River's Edge Convention Center to the north.
- Served on City's Comprehensive Planning Advisory Committee.
- Identified 4 catalytic sites for Downtown; included in the 2016 City's Comp Plan.
- Total businesses 623
- Total employees 9,826
- Total residential 1,910
- Net +12 businesses.
- Many new businesses opened or relocated including (*but not limited to*):

Konrad's	Quark's American Bento
7 West Taphouse	Courtyard Marriott
Wing Streets / Pizza Hut	J.L. Beers (to open 2016)
Heavenly Treats	Rusty Pick
Big Apple Bagel	Regus
Remedy Beauty and Body	Minnesota Marketing
ePromos	St. Cloud Area Convention & Visitors Bureau



MARKETING & EVENTS

Purpose: Identify, develop and promote the image and promise of Downtown marketing our unique characteristics to shoppers, investors, new businesses and visitors.



- Engaged 320+ volunteers.
- Created new “Who We Are” marketing piece.
- Conduit to International Downtown Association 2015 Pinnacle Award for Rotary’s Summertime by George.
- Increased press coverage of Downtown.
- Served as City’s Brand Ambassador; Downtown video was produced by the City of St. Cloud.
- Facebook trends increasing – highest page visits increased up 212.5%; highest total reach up 344.3%; highest people engaged increased 1,390%; highest total page likes up 4.8%.
- 52 planters adopted in the Spring; 29 planters adopted in the Fall.
- New St. Cloud Young Professionals Organization under DTC umbrella.
- GREAT Theatre brought over 55,000 people through the doors of the Paramount.
- Over 160 stage events at the Paramount; over 130 visual arts classes/youth camps; over 12,000 Visual Arts Center patrons/students
- Pioneer Place on 5th hosted over 350 performances/concerts bringing over 34,000 people.
- Downtown Art Crawl group celebrated 10th Anniversary.
- Hosted Winter Nights & Lights Festival bringing over 20,000 people to Downtown, adding a Polar Express Plunge, Polar Express Village, and laser light show.
- Increase in or repeated events hosted in Downtown:
 - Weihnachtsmarkt
 - Takin’ it to the Streets
 - Liberty Block Party
 - Family Fun Day
 - Granite City Days Parade
 - Hump Day Fun Run
 - St. Cloud Pridefest
 - Brewery Tours & Pub Crawls



CITY AWARDS & ACCOLATES

Congratulations to the City of St. Cloud, one of our strategic partners, on the following in 2015:

- Top 15 Metro Areas You Can Afford a Home on a \$50,000 Income – NerdWallet.com
- Top 10 Large Metro Area for Law Graduates (#8 of 100 MSAs) – GoodCall.com
- Top Leading Location for Development in 2015 (#87 of 373 MSAs) – AreaDevelopment.com
- Best Place to Start a Business in Minnesota (#76 of 123 MN cities) – NerdWallet.com
- Best Small City in America (#47 of 1,300) – NerdWallet.com
- 2014 Best Performing Small City (#26 of 179 U.S. cities; #1 small city in Minnesota) – Milken Institute

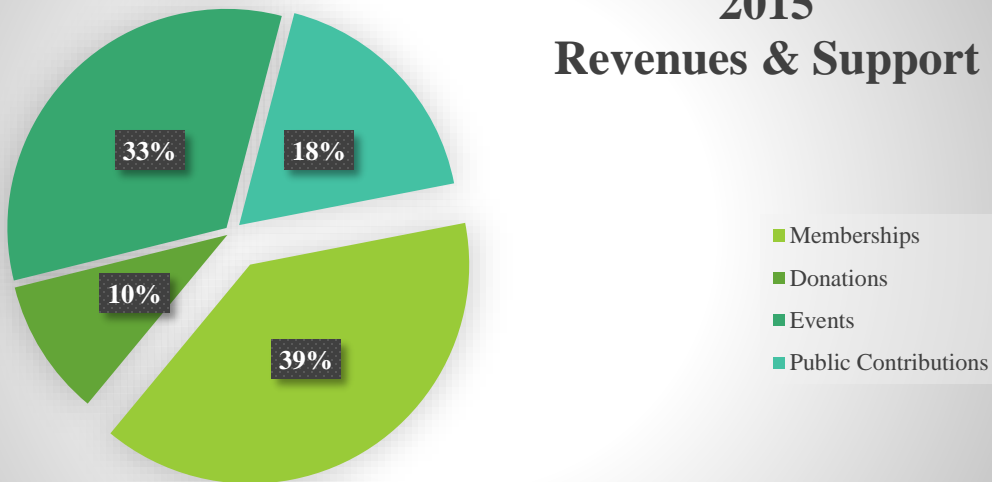


FINANCIAL SUMMARY

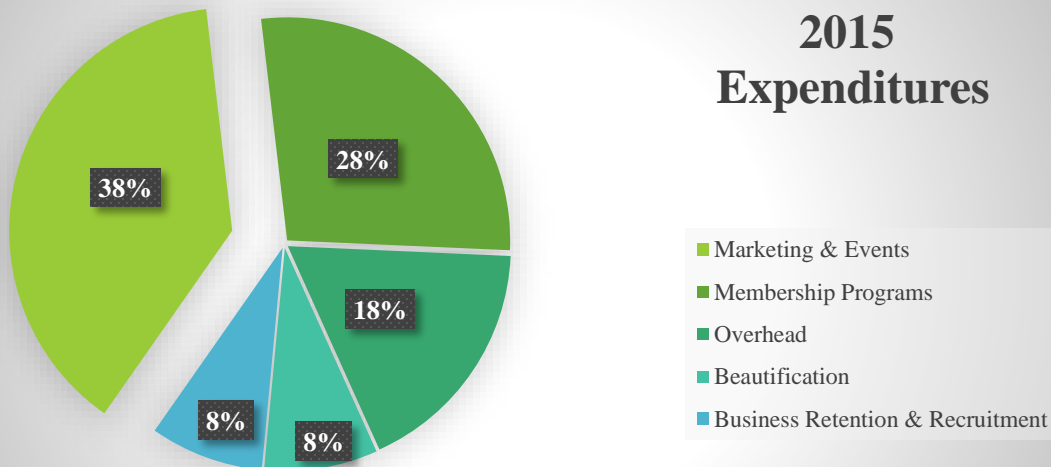
ST. CLOUD DOWNTOWN COUNCIL & ALLIANCE FOUNDATION

The certified public accounting firm of CliftonLarsonAllen prepares our taxes each year. Carlson Advisors is hired to do our accounting and bookkeeping.

2015 Revenues & Support



2015 Expenditures



ALLIANCE FOUNDATION DONORS & SUPPORTERS

Advanced Repair
 All Care Towing
 American Cancer Society
 Andy's Towing
 Anonymous
 ATS
 Bachman Jewelers
 Beaver Island Brewing
 Bernick's
 Bumbledee's
 Capital One
 Carlson Advisors
 Cavanmor
 CentraCare
 Cetera Financial Group
 Chuck E Cheese
 Clearwater Ambassadors
 Coborn's
 Colt & Jacobsons
 Courtyard Marriott
 D.B. Searle's
 Eich Motor
 Fairview Garden
 Falcon National Bank
 Garage Tech X-treme
 Geo-Comm
 Germain Plaza
 GNP Company
 Goskowicz, Brad
 Granite Equity Partners
 Gray Plan Mooty
 Greater St. Cloud Development Corp.
 HMA Architects
 Indigo Signworks
 Lamar Companies
 Leighton Broadcasting
 Lillian's of St. Cloud
 Mahowald Insurance
 Mantra Salon & Spa
 Marco
 Marcus Parkwood Theater
 Marishka's
 Microbiologics
 Minnesota Dance Ensemble
 Ms. Melinda's Dance Studio
 National Karate
 Netgain Technology

New Horizon Academy
 Paramount Theatre & VAC
 Pickled Loon
 Pioneer Place on 5th
 Plaza Park Bank
 Prince of Peace Lutheran School
 Rajkowski Hansmeier
 RE/MAX Results
 Rejuv Medical
 Rengel Printing
 Rinke Noonan
 River's Edge Convention Center
 Sauk Rapids Community Ambassadors
 Scheel's
 Sentry Bank
 Sherburne County SHIP
 Speedpro Imaging
 Spice of Life Tea Shop
 St. Cloud Area School Dist. 742
 St. Cloud Floral
 St. Cloud Metro Bus
 St. Cloud Optimist Club
 St. Cloud Surgical Center
 St. Cloud Times
 St. Cloud Toyota Scion
 State Senate Dist. 14 DFL
 Stinson Leonard Street
 Tri-County Abstract
 Walmart
 Wells Fargo
 Whitehorse
 Wimmer Opticians
 Xcel Energy



2015 DOWNTOWN COUNCIL MEMBERS

Membership is an opportunity for a diverse group to connect around the common interest of supporting Downtown's revitalization. This growing network enables us to be a better advocate for Downtown and builds fundamental relationships for Downtown's growth.

Advanced Repair	Ehlen Properties	McDowall Company	St. Cloud Surgical Center
Amcon Block	EnduRUNce Sports	McGough Construction	St. Cloud Technical & Community College
Anderson Center	Engelmeier & Omanah	MC's Dugout	St. Cloud Times
Bachman Jewelers	Express Employment	Mexican Village	Stearns County
Beaver Island Brewing	Falcon National Bank	MFP, Inc.	Stearns History Museum
Bernick's	Fitzharris	Microbiologics	Stellar Associates
Big Brothers Big Sisters	Franklin Outdoor	Minnesota Secured Title	Sterling Catering & Events
BK Foley Land /Devl	Gaslight Creative	Minnwest Bank	Stinson Leonard Street LLP
Body Kinetics	Geo-Comm	Netgain Technology	StudioJeff
Books Revisited	GLT Arcitects	Nock Design Group	Subway
Borgert Products	GNP Company	Northern Management	Tell-A-Vision
Boser Construction	Good Patina	Pan-O-Gold	Thelen's
Bremer Bank	Granite City Real Estate	Paramount Theatre & Visual Arts Center	ThinkTourism
Brother's Bar & Grill	Granite Equity Partners	Peter's Body Shop	Times Media
Bumbledee's	Gray Plant Mooty	Peterson Dental Association	Townsquare Media
C&L Distributing	Great River Regional Library	Pickled Loon	TriCounty Abstract & Title Guaranty
Camera Shop	Greater St. Cloud Development Corp.	Pioneer Place on 5 th	United Arts of Central MN
Capital One	Green Mill	Quality Cleaners	Veranda
Capital One 360	GW Coffee & Tobacco	Quark's American Bento	Viking Coca-Cola
Carlson Advisors	Heavenly Treats	Quarry Title & Closing	Warnert Commercial
Cathedral High School	Hendrick's Marketing	Quinlivan & Hughes	Wells Fargo
Catholic Charities	HMA Architects	Rasmussen College	White, Penny
Cavanmor	INH Commercial Brokerage	RBC Dain Rauscher	Whitehorse
CentraCare	Inventure Properties	Rengel Printing	Wimmer Opticians
CM Builders Association	Invincible Costume	Rinke Noonan	Wine Shop
CM Building/Const. Trades	J. Whitty Creations	River's Edge Convention Ctr.	Wirth Center for Performing Arts
CM Community Foundation	Jeddeloh & Snyder	Rush Boutique	World Wide Audio Media
Central Perk	Jet's Pizza	Sandler Training	Xcel Energy
Central Region SBDC	Jimmy John's	Schlenner Wenner	Young Professionals of S.C.
Cetera Financial Group	Jim's Auto	Sentry Bank	Youth Shelter Supply
Child's Play St. Cloud	Kain & Scott	St. Cloud Area Chamber of Commerce	Yuppy Photo
City of St. Cloud EDA	Kelly Inn	St. Cloud Area Convention & Visitors Bureau	
Clear Path LLC	Lamar Companies	St. Cloud Area School Dist. 742	
CliftonLarsonAllen	Leighton Broadcasting	St. Cloud City & County Employee Credit Union	
Coborn's	Lillian's St. Cloud	St. Cloud Floral	
Courtyard Marriott	Loffler	St. Cloud Friends of Library	
Cowboy Jack's	Magnetic Sparks	St. Cloud Metro Bus	
D.B. Searle's	Mahowald Insurance	St. Cloud Neighborhood	
D.J. Bitzan Jewelers	Mantra Salon & Spa	St. Cloud Online.com	
Daniel Funeral Home	Marco	St. Cloud Opportunities	
DAYTA Marketing	Marishka's	St. Cloud State University	
DMR Productions	Mathew Hall Lumber		
East Side Glass	McDonald Property Mgmt		
eBureau			



THANK YOU TO OUR LEADERSHIP

2015 BOARD OF DIRECTORS

Officers

Tami DeLand, School District 742 | Chair
Kate Hanson, Granite City Real Estate | Vice Chair
Sonja Gidlow, Greater St. Cloud Development Corporation | Secretary
Jeff Peterson, Gray Plant Mooty | Treasurer
Penny White, Resident / Volunteer | At-Large

Board Members

Andy Barth, D.B. Searle's
John Bestgen, Bachman Jewelers
Brad Goskowicz, Microbiologics
Ryan Laudenbach, Capital One
Bob Leighton, Leighton Broadcasting
Carol Lewis, City Council Member
Mary Kay Pfannenstien, Mahowald Insurance Agency
Kurt Otto, CentraCare / St. Cloud Hospital
Gail Ruhland, St. Cloud State University
Michelle Redding, Catholic Charities
Rob Ruprecht, Rasmussen College
Jami Trenam, St. Cloud Public Library

STAFF

Pegg A.K. Gustafson, President & CEO



2015

THE CORE OF THE REGION IS RIPE WITH PROMISE!

WHAT MEMBERS ARE SAYING

*"It's all here:
Business, culture,
architecture, the
energy, the future."*
Penny White,
resident

*"Pegg helped us get
enrolled in the Profit
Mastery seminar, free
to members. This was
a huge benefit to our
business."*
Odessa Scherr
Central Perk

*"One of our busiest
and most profitable
days EVER was during
the Winter Nights &
Lights Parade this
year! "*
Dee Holsinger
Bumbledee's

2016 Officers & Executive Committee

Jeff Peterson, Gray Plant Mooty | Chair
Lisa Ellis, Coborn's Inc. | Vice Chair
Sonja Gidlow, Greater St. Cloud Development Corporation | Secretary
Gail Ruhland, St. Cloud State University | Treasurer
Penny White, Resident & Community Volunteer | At-Large
Tami DeLand, School District 742 | Immediate Past Chair

Board Members

Brett Anderson, Sentry Bank
Andy Barth, D.B. Searle's
John Bestgen, Bachman Jewelers
Brad Goscowicz, Microbiologics
Ryan Laudenbach, Capital One
Dave Kleis, Mayor of St. Cloud
Kurt Otto, St. Cloud Hospital
Ronn Paulson, Thelen's
Mary Kay Pfannenstien, Mahowald Insurance
Michelle Redding, CentraCare (Monticello)
Rob Ruprecht, Rasmussen College

