



Community Planning and Economic Development

November 12, 2014

(Revised 11/19/2014)

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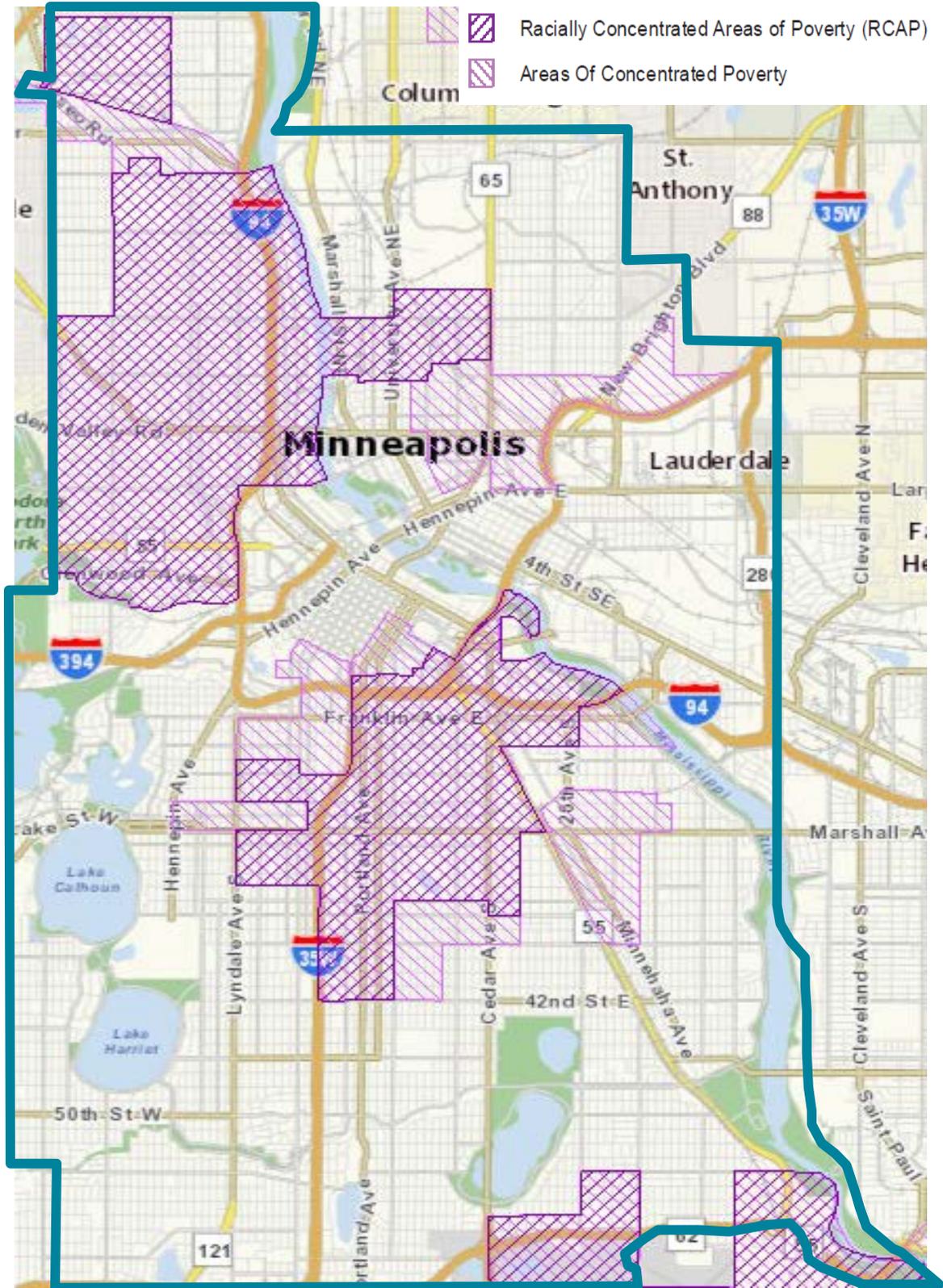
Community Planning & Economic Development

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Measures in regular text are “influence” level. *These measures are high-level measures that the department wants to impact with its work. Measures in italics are “supporting” measures. They can add context to the influence level measures, represent the programmatic or operational activities of the department, or be the direct outcomes of the department’s work.*

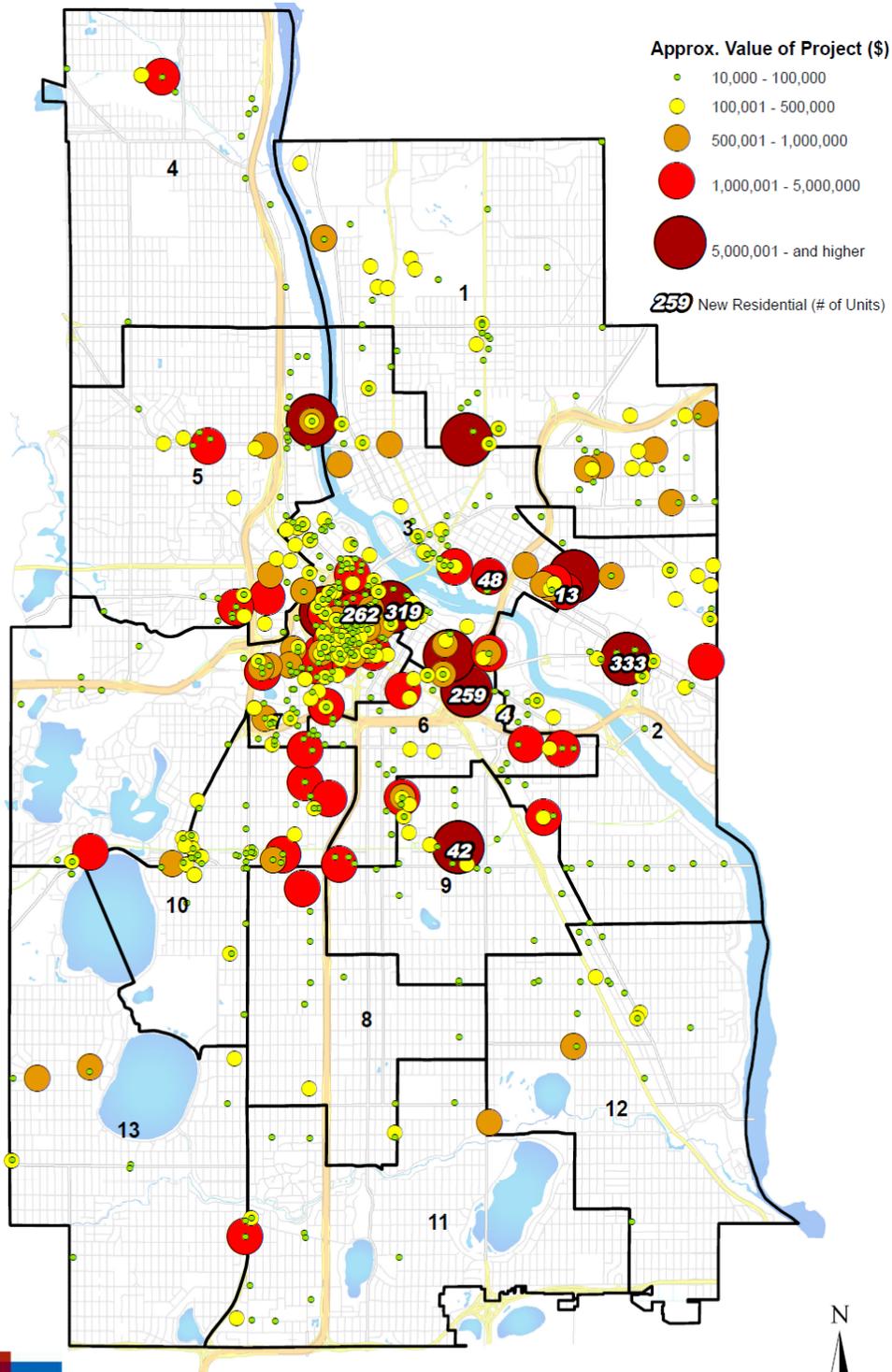
**Goal One: Increase Equitable
Access to Economic and Housing
Opportunities**

Concentrated Areas of Poverty

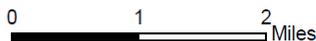


Source: Metropolitan Council; U.S. Census, 2010 Decennial Census

Building Permits over \$10,000 in Non-Residential Zones and Multi-Family Development

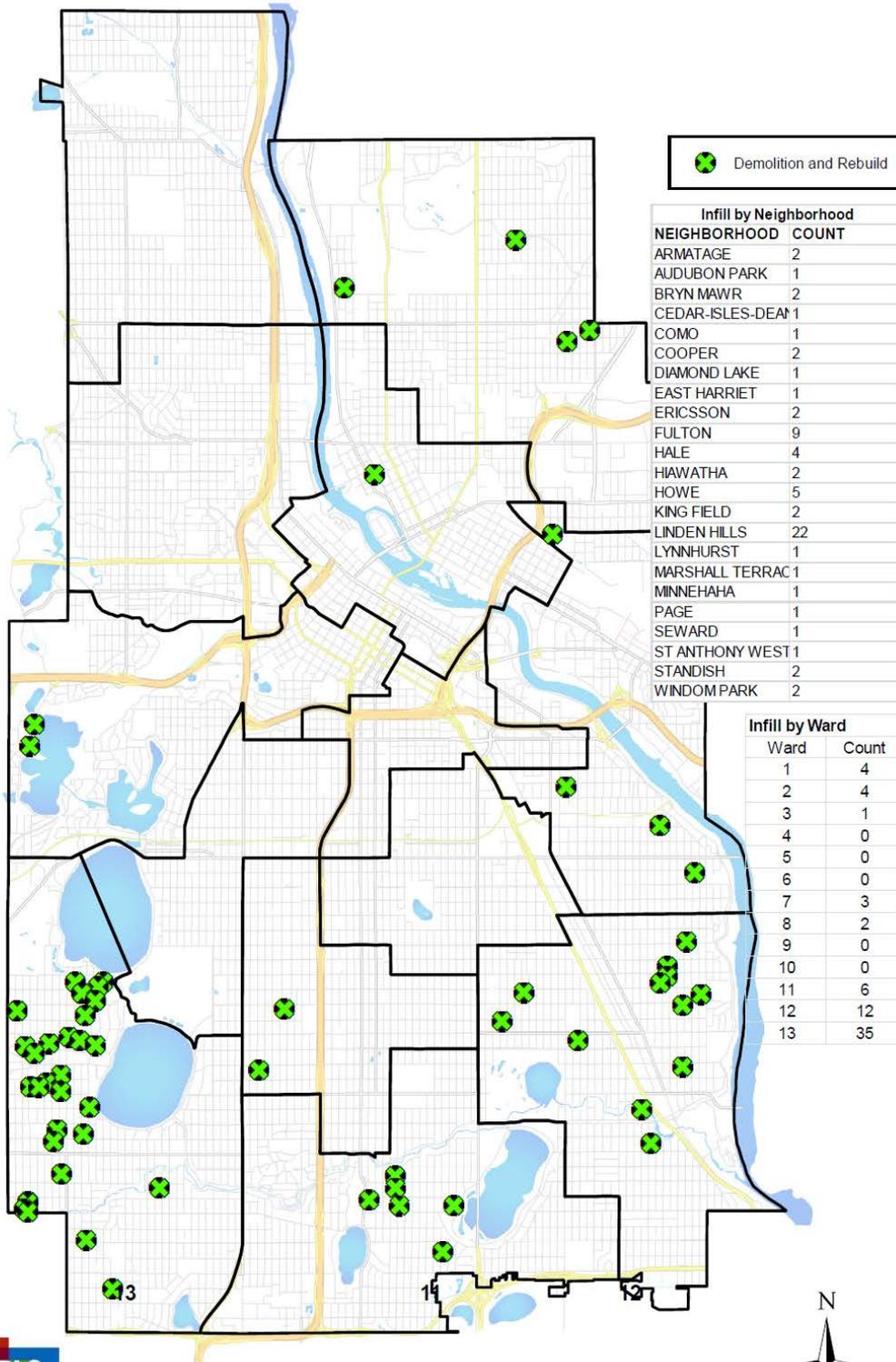


Data compiled from best available sources. The City of Minneapolis assumes no legal responsibility for the accuracy of this map. For illustrative purposes only.

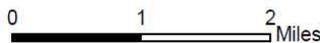


Updated October 29, 2014, for CPED

1-4 Dwelling Unit Infill Development January 1, 2014 – October 29, 2014

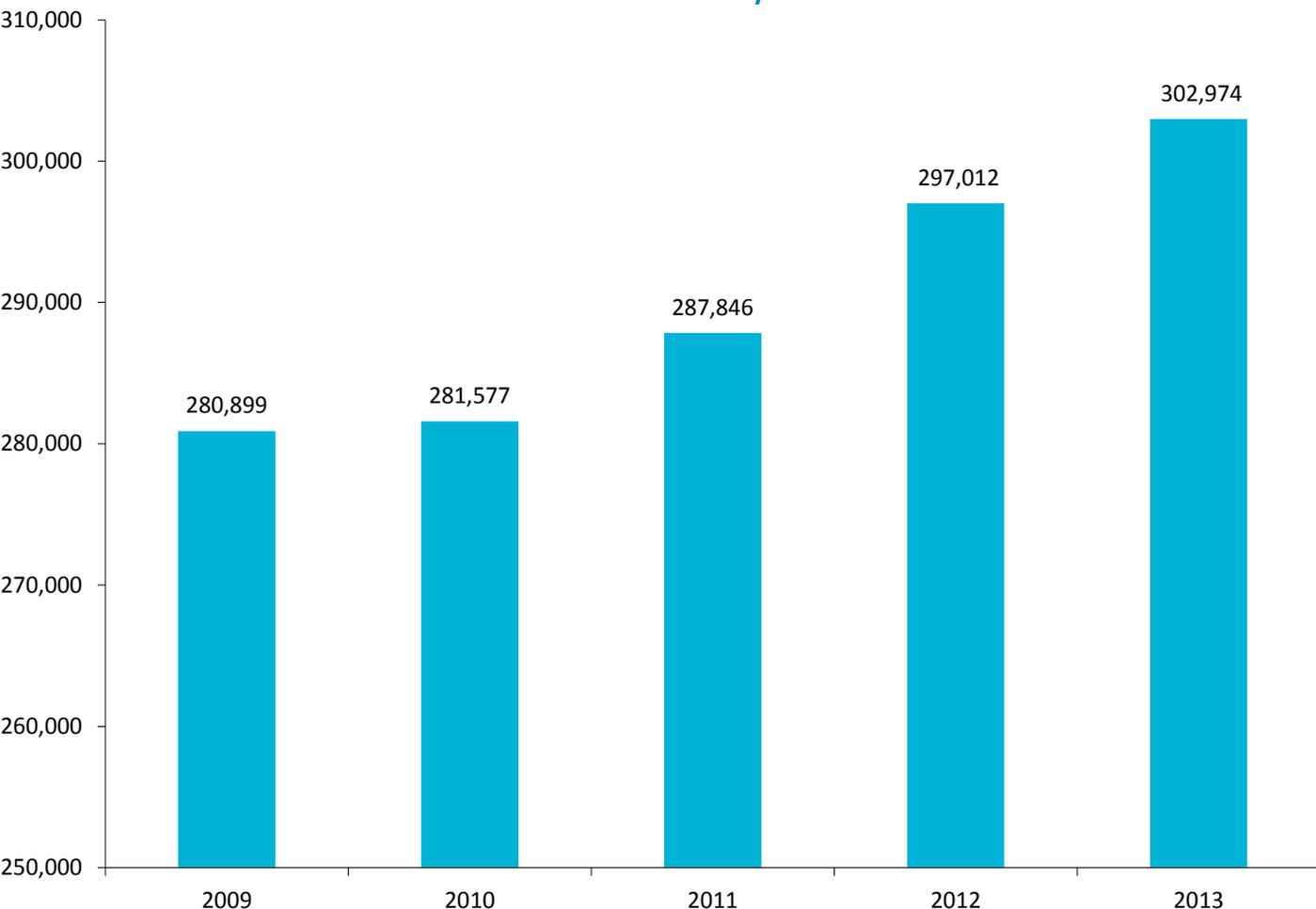


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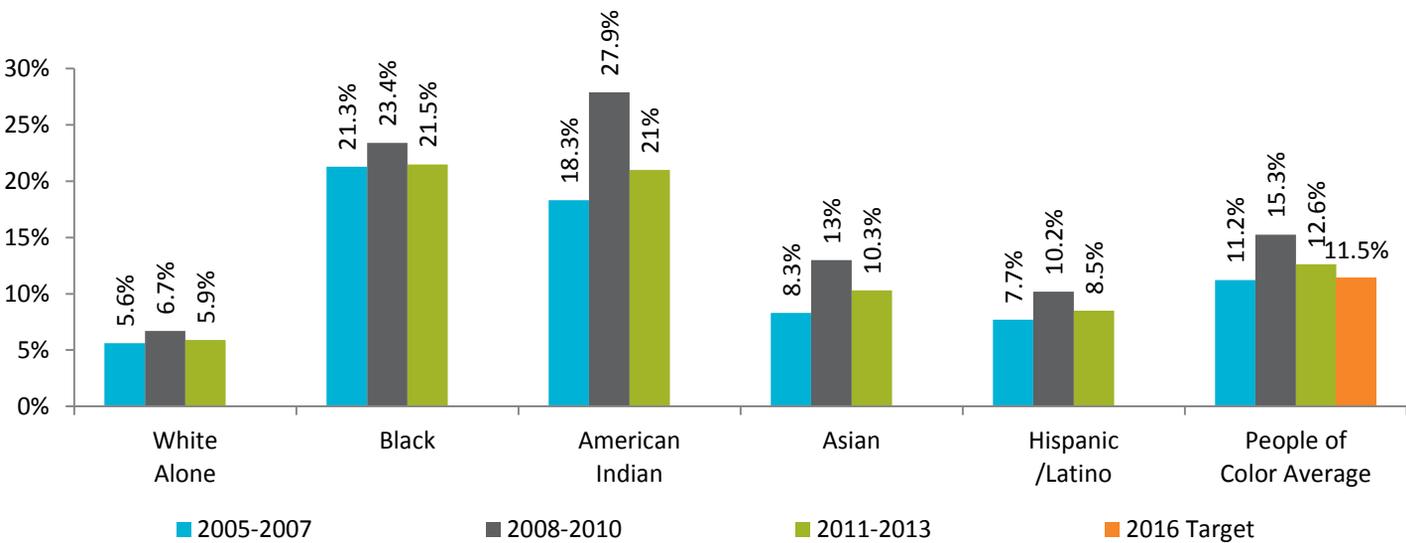
Updated October 29, 2014, for CPED

Jobs in the City



Source: Department of Employment & Economic Development - Quarterly Census of Employment and Wages

Minneapolis Unemployment by Race (ACS 3-Year Estimates)



Notes:

1) 2016 Target is working toward eliminating race/ethnicity disparities in unemployment for Minneapolis residents with a benchmark of a 25 percent reduction by 2016, using 2010 3-year estimates as a baseline.

2) To be considered "unemployed" in the ACS survey, a respondent must not be working and be available to work. It is acceptable to be passively looking for work.

Source: U.S. Census Bureau American Community Survey 3-year estimates

Why is this goal important?

“We all do better when we all do better.” Paul Wellstone

Across the country and in Minneapolis, geographic and racial disparities in income, education, and home ownership have grown over recent decades. Minneapolis-Saint Paul has the widest racial disparities in income and education of any major metro region. At the same time, our population is aging and becoming more diverse. To continue to be a great city, we will need to ensure that every resident has access to 21st century skills and the opportunity to secure a family-supporting career. We need “everybody in.”

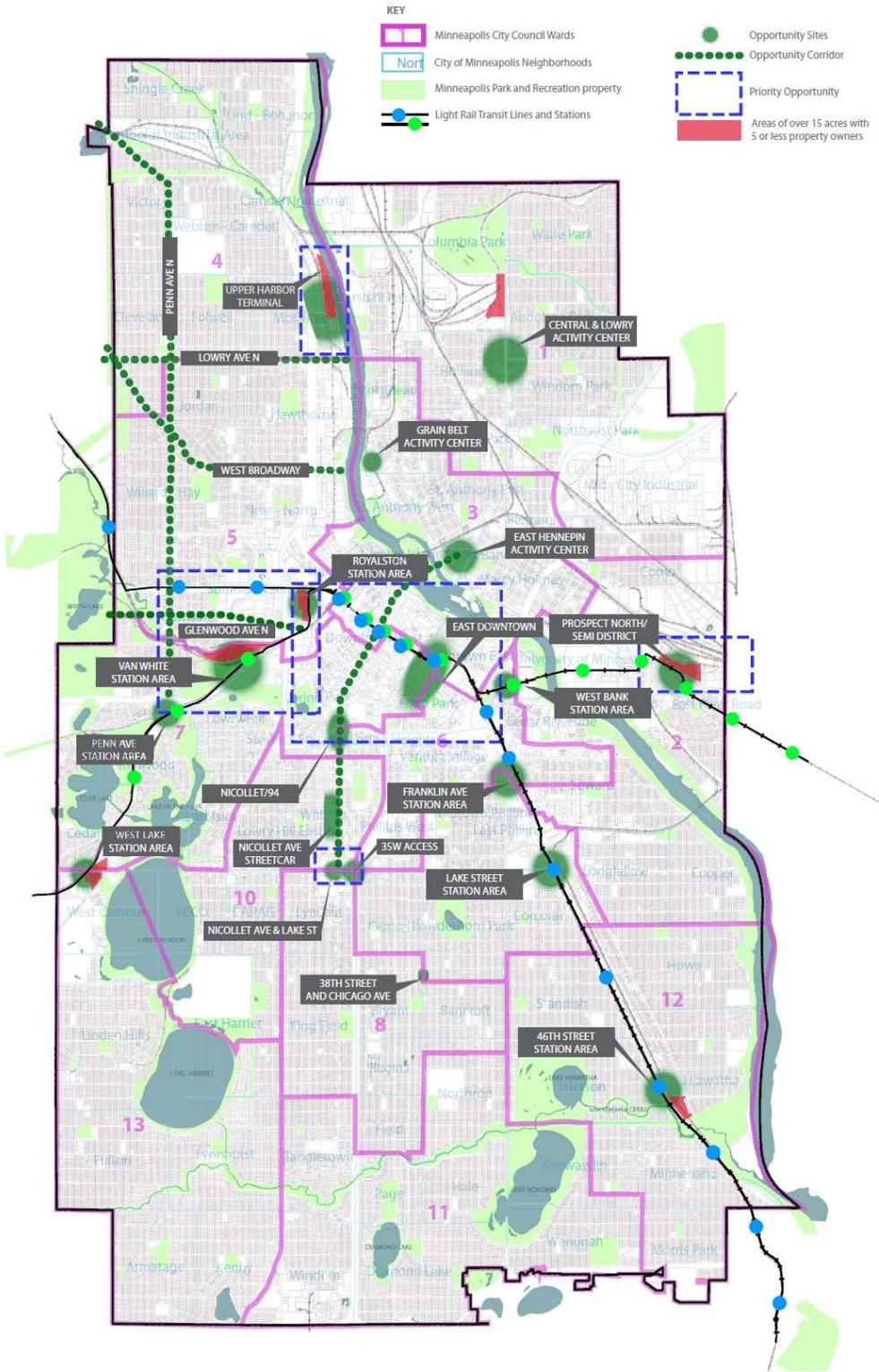
As the population ages and changes, we need to ensure that we provide housing opportunities for every age and income bracket, in vibrant neighborhoods.

What will it take to make progress?

CPED’s 2014-17 business plan articulates measurable objectives towards our goal of equitably growing a sustainable city with more people and more jobs. City and partner support of these objectives and excellent execution will enable us to close the disparity gaps and provide equitable access to opportunities. Key objectives include:

- Supporting Minneapolis businesses with the potential to grow jobs (e.g., DC Group and Unison expansions in North Minneapolis; Business Technical Assistance Program (B-TAP) service recipients)
- Increasing the competitiveness of Minneapolis residents for available jobs
- Increasing homeownership throughout the city by providing mortgage financing and homeownership incentive programs
- Guiding growth to transit corridors and activity centers
- Meeting the needs of new and existing residents and businesses, and giving special attention to the needs of growing demographic categories, including seniors, new Americans, and families

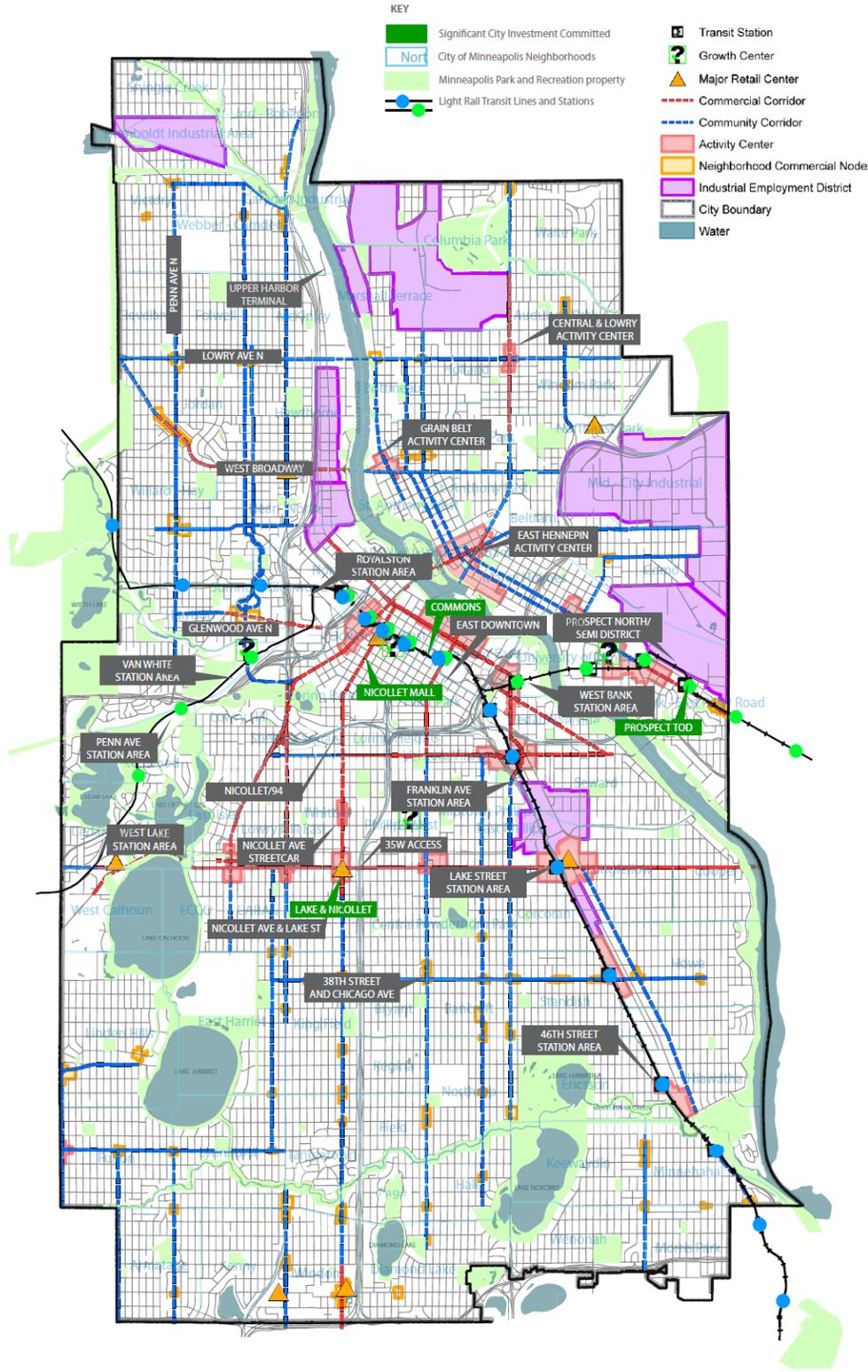
Minneapolis Opportunity Areas



Minneapolis Opportunity Areas
Community Planning and Economic Development
October 29, 2014

0 0.25 0.50 1.0 miles
Data compiled from best available sources. The City of Minneapolis assumes no legal responsibility for the accuracy of this map. For illustrative purposes only.

Minneapolis Guided Growth



Minneapolis Guided Growth
 Community Planning and Economic Development
 October 29, 2014

Data compiled from best available sources. The City of Minneapolis assumes no legal responsibility for the accuracy of this map. For illustrative purposes only.

Business Technical Assistance Program (B-TAP)

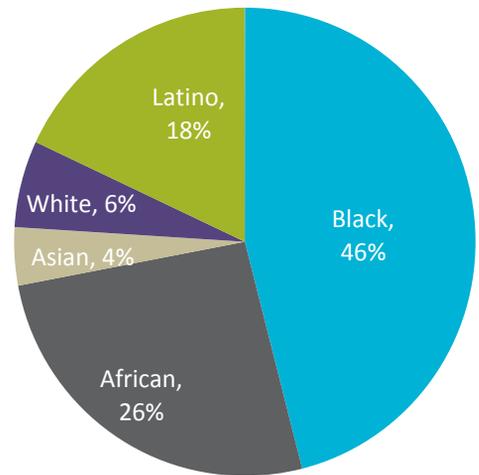
Outcomes

The City of Minneapolis Business Technical Assistance Program (B-TAP) was created in 2012 to provide business consulting services to support new business development, retention, and growth. B-TAP works primarily with low income individuals or businesses that provide employment to individuals from socially and economically disadvantaged groups including minority ethnic groups and new arrivals to the United States. B-TAP has a simple pay-per-outcome system that reduces administrative steps, allowing the program managers to allocate more time to working with businesses and less time creating reports and managing paper work.

In 2013, over 500 clients were served including 186 start-up businesses. B-TAP providers helped a diverse client base create 155 and retain 673 jobs; 69 percent of the program clients were minority-owned businesses. As of July 2014, 180 new jobs had been created and 176 retained through the program.

In October 2014, the City of Minneapolis received an Excellence in Economic Development Award for the BTAP program in the category of Entrepreneurship from the International Economic Development Council (IEDC).

B-TAP Service Recipients, 2014 thru Q2



Source: CPED Business Development

B-TAP Featured Businesses



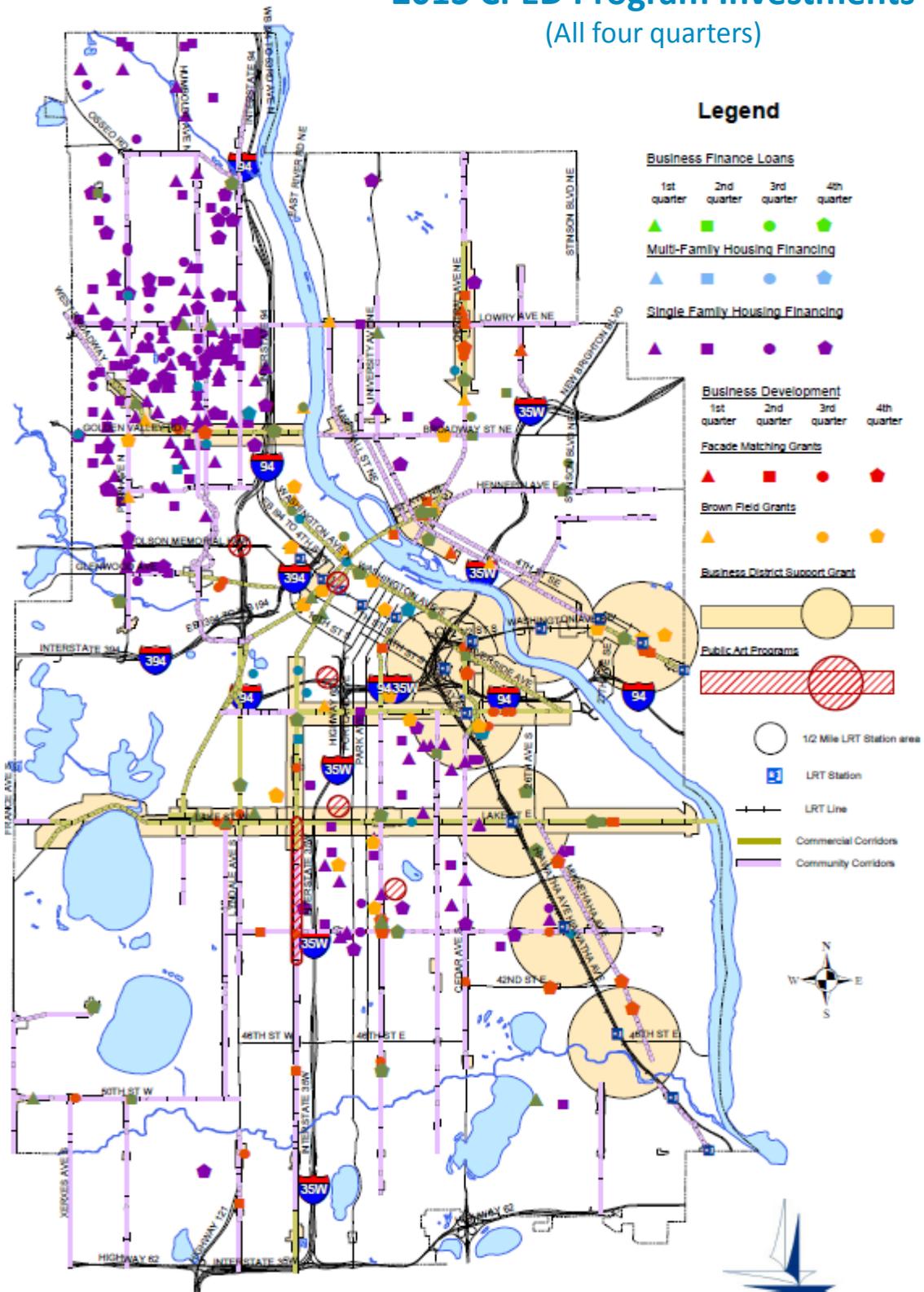
Rabbit Hole (Midtown Global Market, East Lake Street)

With guidance from a City technical assistance provider the Neighborhood Development Center, Thomas Kim and Kat Melgaard expanded the Korean-American street food concept they tested as a market stall to a prominent, full-service restaurant space at the entrance to the Midtown Global Market. The project created 36 new jobs, and the loan package involved a City of Minneapolis 2 percent loan.

Olu's Center (1315 12th Avenue North)

Owner Gloria Freeman was assisted by BTAP technical assistance provider the Metropolitan Economic Development Association (MEDA) in every step of the way to the launch of Olu's Center, helping with the creation of 25 new jobs and retaining 70. MEDA pitched the loan package to lead community development lender, the Community Reinvestment Fund. The package includes a City Business Development Fund loan, with partial forgiveness for hiring and retaining Minneapolis residents at living wage.

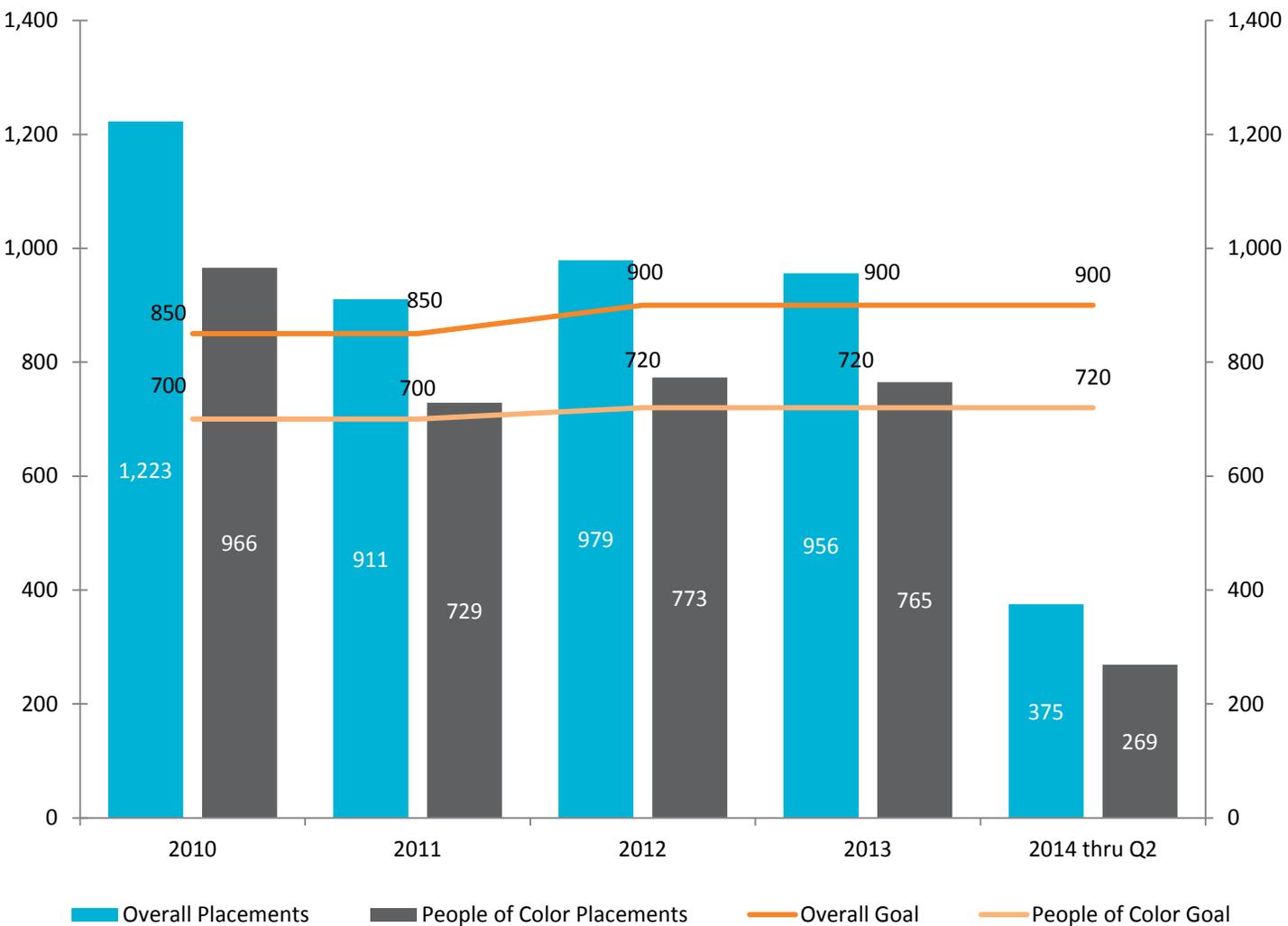
2013 CPED Program Investments (All four quarters)



Sources: CPED Economic Development and Policy
and CPED Housing development and Policy



Adults Placed in Jobs by Minneapolis Employment and Training

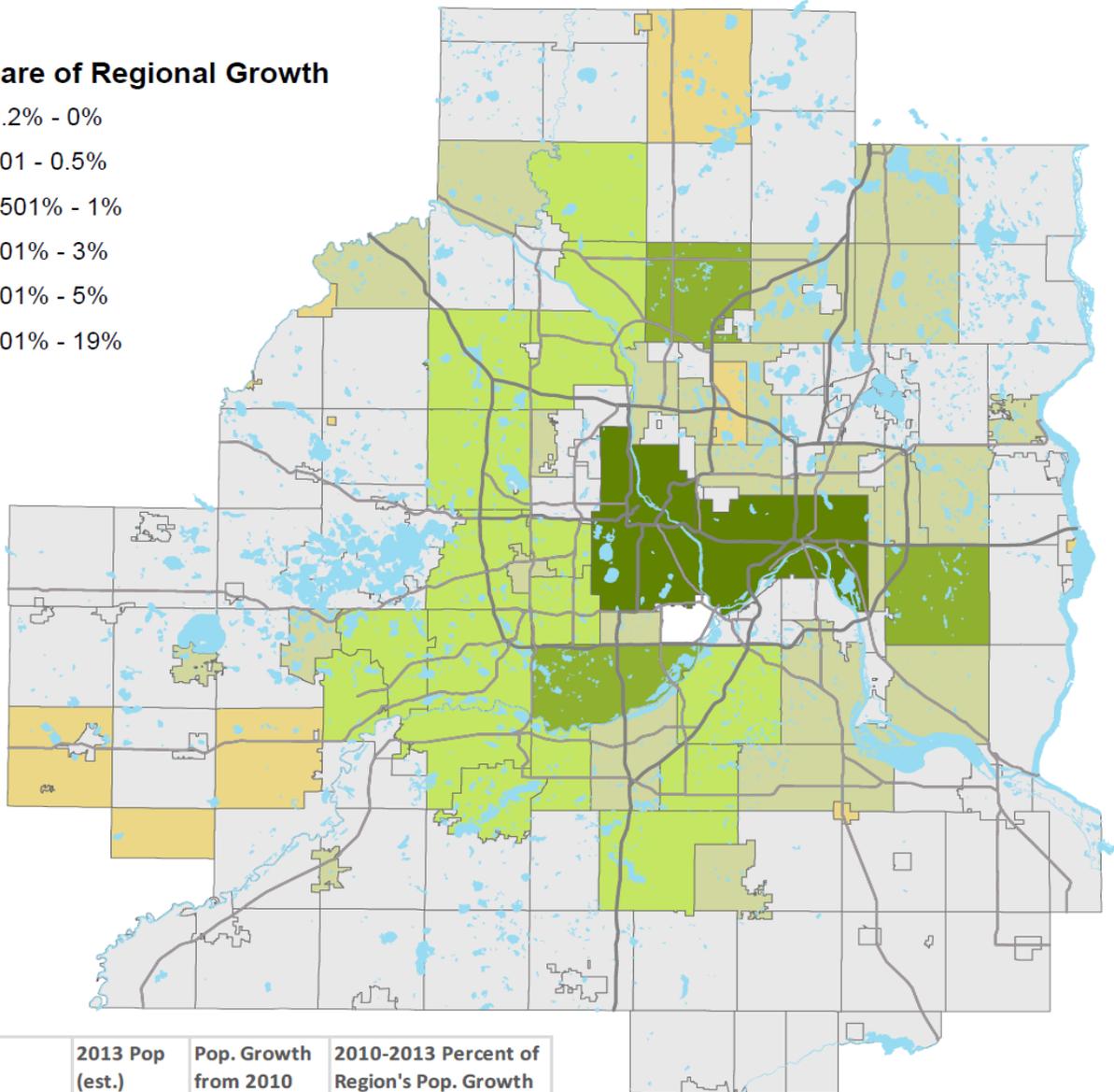
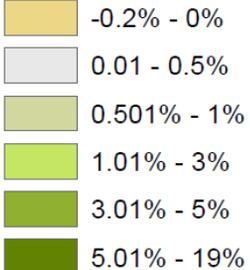


Source: Mpls Workforce Develop

Goal Two: Increase Population and Job Diversity

City Share of Regional Population Growth: 2010-2013

City Share of Regional Growth

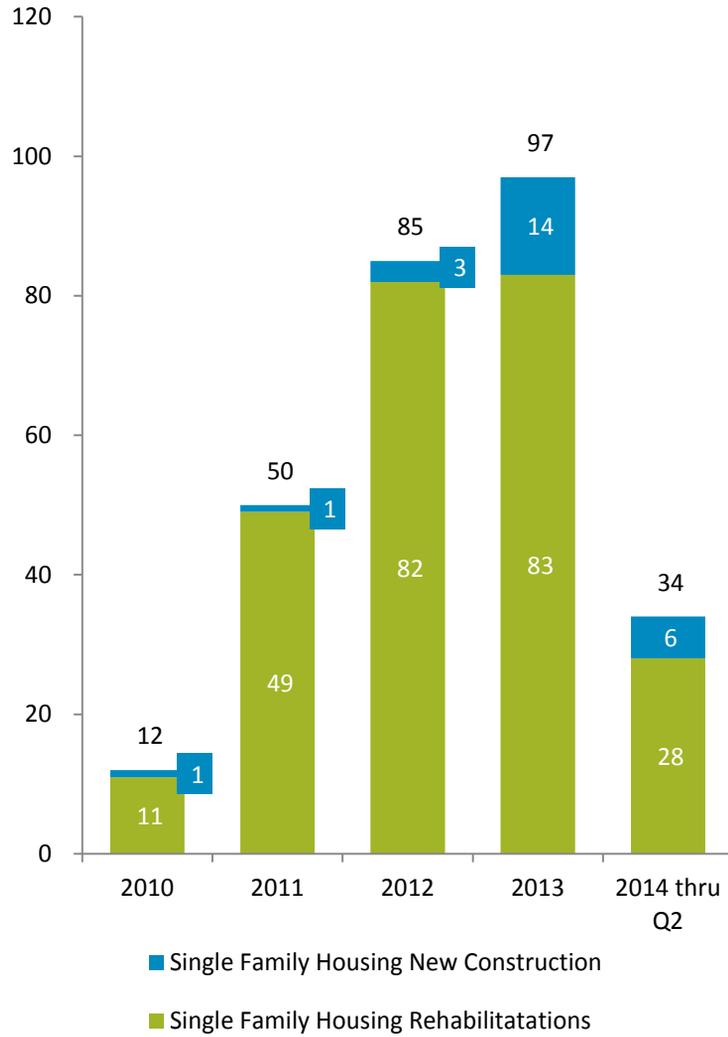
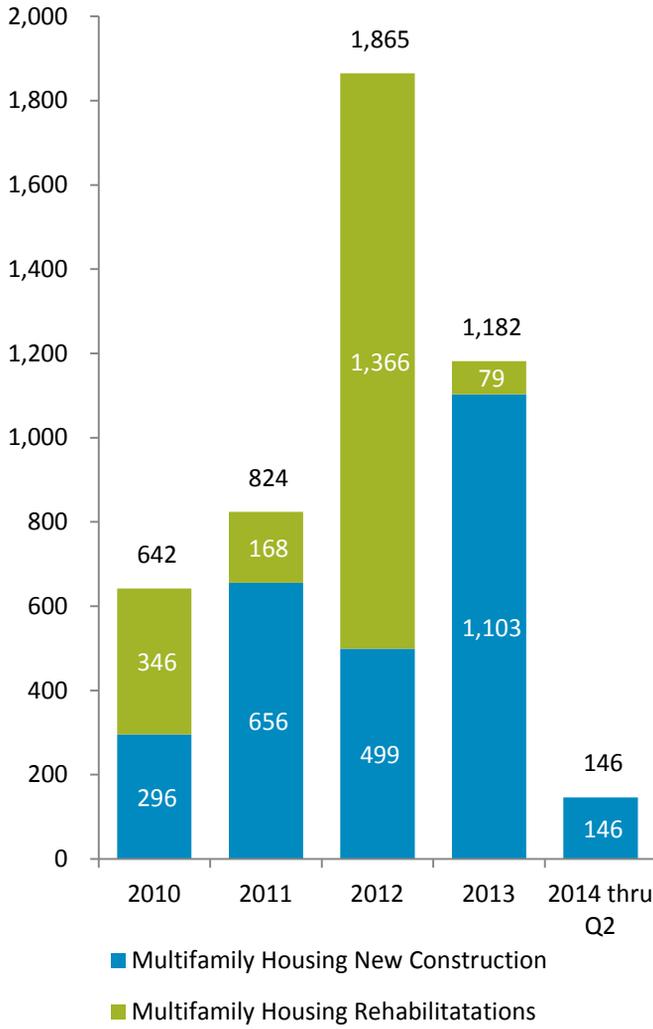


	2013 Pop (est.)	Pop. Growth from 2010	2010-2013 Percent of Region's Pop. Growth
<i>Minneapolis</i>	400,938	18,360	18.1%
St. Paul	296,542	11,474	11.3%
Blaine	62,018	4,832	4.8%
Woodbury	65,746	3,785	3.7%
Bloomington	85,935	3,042	3.0%
Plymouth	72,969	2,393	2.4%
Brooklyn Park	77,989	2,208	2.2%
Maple Grove	63,746	2,179	2.2%
Eagan	66,301	2,095	2.1%
St. Louis Park	47,321	2,071	2.0%



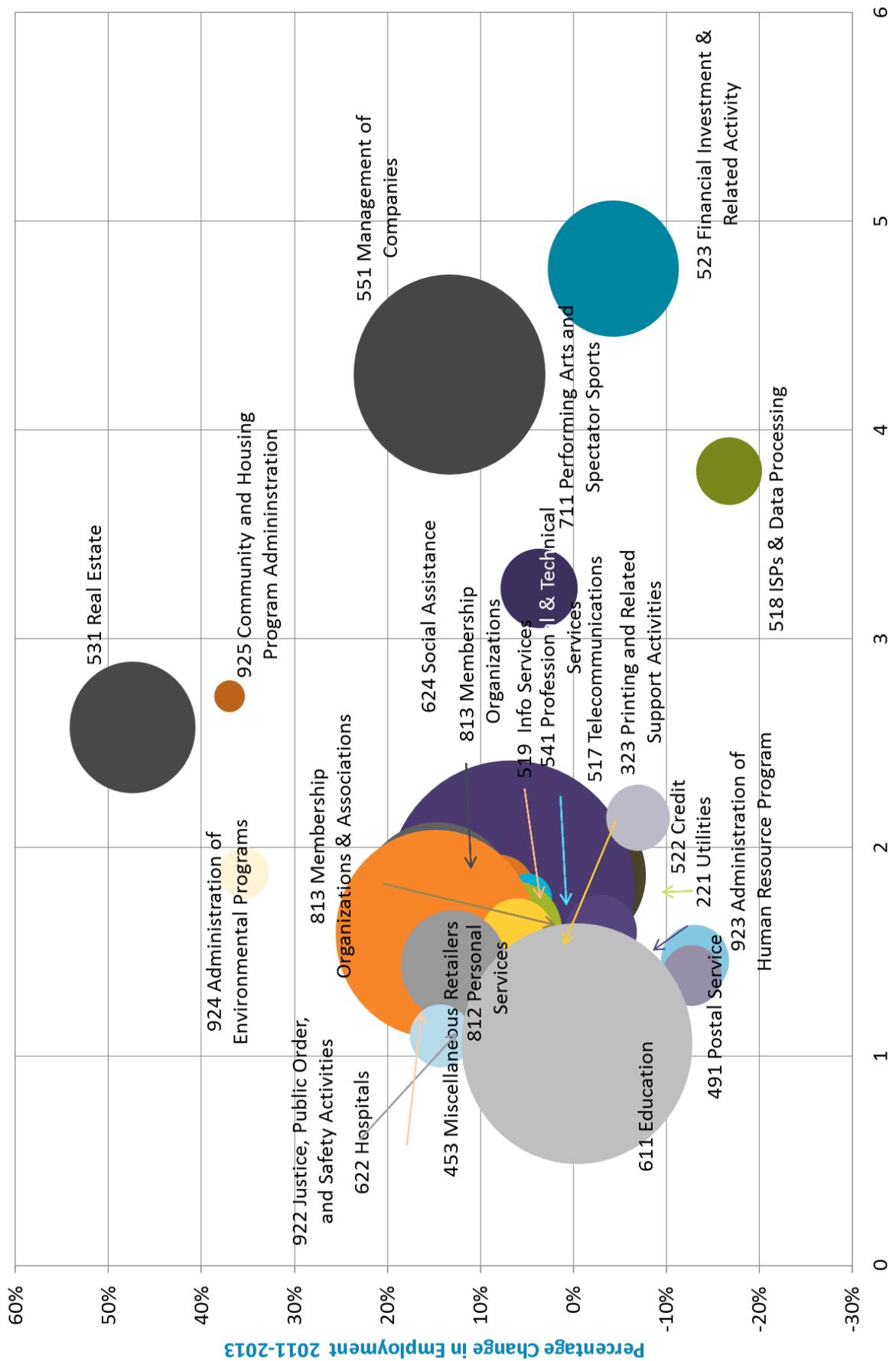
Source: Metropolitan Council Population Estimates 2013

Completed Housing Units Supported by the City



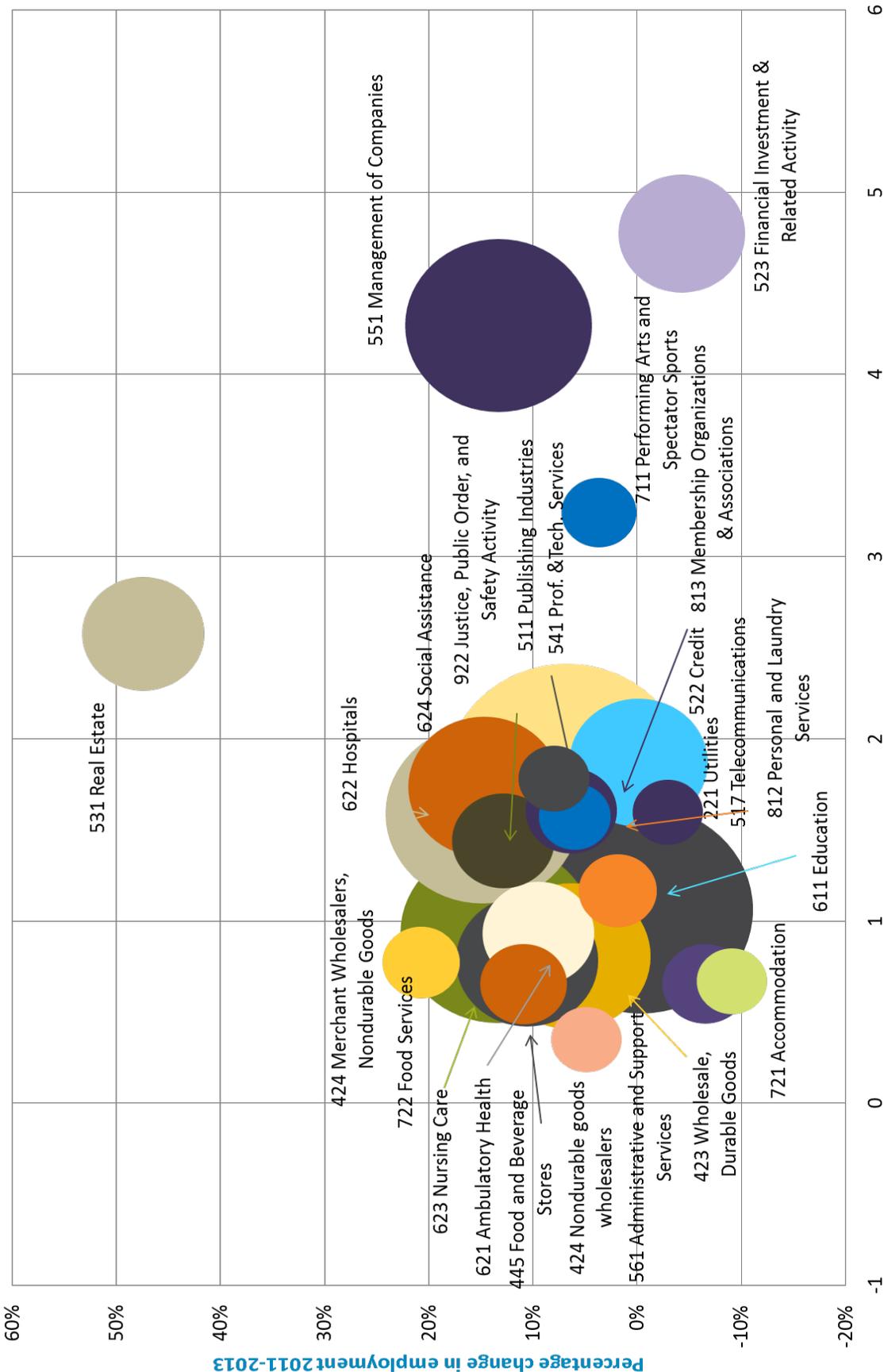
Source: CPED Multifamily Housing Database

Minneapolis Jobs as Function of Employment Size, Concentration, and Change 2011-2013
Industries with location quotient >=1



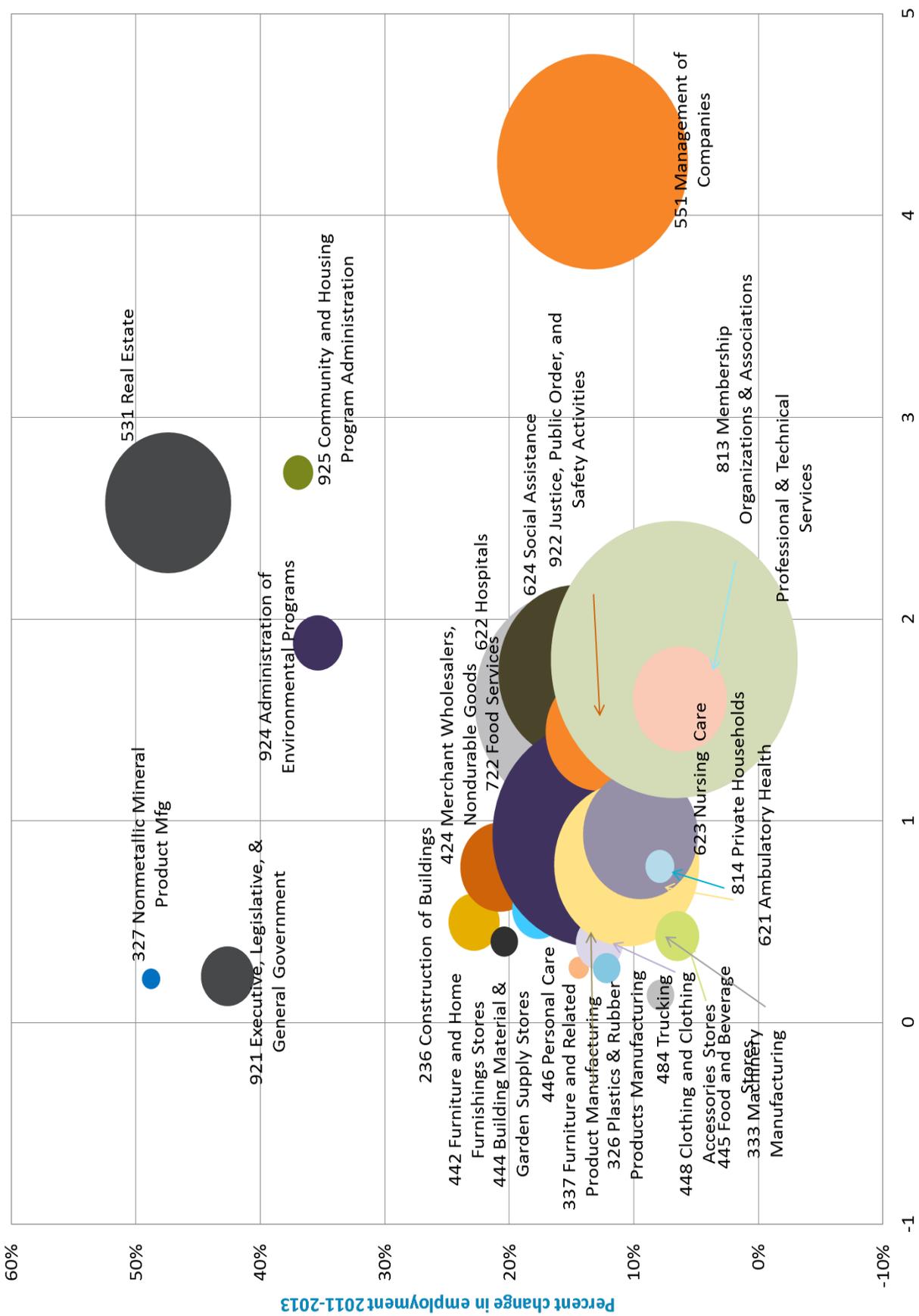
Note: LQ 2013 (location quotient) 1=local industry represents same share of local economy as national industry does of the national economy. Bubble size represents that sector's share of the total city employment
 Source: DEED-QCEW and BLS preliminary national figures
 CPED - Long Range Planning October 27, 2014

Minneapolis Jobs as a Function of Employment Size, Concentration and Change 2011-2013
Industries With One Percent or More of City Total Employment



Note: LQ 2013 (location quotient) 1= Local industry represents same share of local economy as national industry does of the national economy. Bubble size represents that sector's share of the total city employment
Source: DEED-QCEW & BLS preliminary national

Minneapolis Jobs as a Function of Employment Size, Concentration and Change
2011-2013 Industries Growing One Percent or More



LQ 2013 (location quotient) 1= local industry represents same share of local economy as national industry does of the national economy. Bubble size represents that sector's share of the total city employment
Source: DEED-QCEW & BLS preliminary national figures
CPED - Long Range Planning, October 27, 2014

Why is this goal important?

The benefits of population growth are numerous and significant. With more residents come more contributions to the tax base, better utilized infrastructure with less cost per capita to maintain, and a broader and potentially more diverse workforce, along with all of the amenities that population density brings (retail offerings, vibrancy, eyes on the street, a more sustainable footprint). A growing population demonstrates a thriving city, a desirable city, and a competitive city.

We also want to be a resilient city, able to withstand economic ups and downs and changes. Minneapolis withstood the recent economic recession better than most large cities, and was among the first to emerge from the recession. One significant reason for this good news is that we have a diverse economy; when one sector is hard hit, other sectors still do well. Our fortunes don't rise and fall entirely with the auto industry, or the price of oil or corn. Another element of our strong economy is the sheer number of businesses, of all sizes, and at all stages of growth. When one financial institution or retailer experiences setbacks, their competitors are hiring. Additionally, as the economy has changed, so have Minneapolis' businesses. The Ford Center, home originally to ten floors of car assembly, now houses architecture, marketing, and green product makers. To remain a competitive, world-class, resilient city, we will need to continue to support new businesses and new ways of doing business, in new space configurations.

Another asset for Minneapolis' continued economic strength in the world economy is the diversity of our current and future workforce. As our population grows increasingly diverse, the number of Minneapolis residents with particular language or cultural skills and global savvy increases. These skills, aptitudes, and global perspectives are valuable to business ventures.

Several factors in the housing market resulted in the movement of households from Minneapolis in the early part of the millennium, including low interest rates and a new construction boom. As a result, the metro area saw an increase in development activities in the suburbs and households gravitated to that market. More recently, the foreclosure crisis led to abandonment of housing units, especially in North Minneapolis. However, preferences are changing and Minneapolis has an opportunity to repopulate areas of the city that have lost population, and attract residents to new, transit-oriented areas of the city. Transportation cost is a significant household expense. Consumers have begun paying attention to this in making their housing decisions. Minneapolis has been, and can continue to be, the beneficiary of this trend. With the influx, we will need to ensure there is adequate housing for all. This means choices in rental to ownership, choices for singles and large households, and choices for young adults and seniors.

What will it take to make progress?

Minneapolis has a strong foundation of diverse business and housing opportunities. To continue to grow and thrive, we need to focus on filling gaps in our job opportunity landscape and on continuing to support changing tastes, needs, and ideas in housing, lifestyles, and business.

Specific strategies included in the CPED business plan to accomplish this include:

- Development of senior housing policy. This includes policies to encourage private and publicly supported senior housing availability and choices. It further includes revisiting our zoning code for ways to increase flexibility relative to housing (e.g. accessory dwelling unit policy).
- Development of policies and programs to encourage new commercial and 21st century manufacturing.

Narrative continued on next page...

Goal Two: Increase Population and Job Diversity

In working with businesses seeking to locate and expand in Minneapolis, CPED staff have seen increasing challenges meeting demand for land and buildings for manufacturing uses, whether for larger-scale manufacturing operations with hundreds of good jobs or for smaller-scale “makers”, primarily in the food and creative sectors. (See the “prospects lost” and “hanging in the balance” on slide 23, most are businesses that are making something.) As a fully built-out City, investment and development require reuse, repositioning and reactivation of past uses. To identify land to repurpose for these growing sectors of our economy, we believe that we need to find additional flexibility within zoning and other regulations. This may mean diversifying the list of permitted uses in our I1 and I2 zoning districts to reflect modern manufacturing practices, applying a performance-standard approach to regulating manufacturers rather than a list of uses, and/or increasing the size and type of artisanal maker uses permitted in commercial districts.

Financial resources needed to:

- Create more affordable housing
- Remove the boarded and vacant properties in our communities through renovation and demolition
- Attract households of all incomes to buy homes in Minneapolis

Non-financial resources needed:

- Collaboration with the Minneapolis Public Schools to improve the schools that will incentivize households with children to want to remain in Minneapolis
- Collaboration with Minneapolis Park and Recreation to ensure there is equitable access to park systems – North Minneapolis has a disproportionately small share of the park system in Minneapolis

Goal Two: Increase Population and Job Diversity

Business Prospects

Prospects Won	Sector	Prospects Won	Sector
47 th Ave. Eatery, LLC	Restaurant	Longfellow Market	Grocery
Aimia	Marketing	Lontis Day Spa and Salon	Salon
Bauhaus Brew Labs	Brewery	Lu's Sandwiches, LLC	Restaurant
Be the Match	Medical	Merjent, Inc.	Environmental Consulting
Birchwood Café	Restaurant	Miller Investment	Real Estate
Bogart Loves, LLC	Restaurant	Northwest Investment Cooperative	Real Estate
Boom Island	Brewery	Olu's Home	Day Care
Boss' Pizza & Chicken	Restaurant	Pepper & Fries	Restaurant
Brahmstedt White Noise, Inc.	Retail	Precision Products	Manufacturing
Day Block Brewing Co.	Brewery	PUSH@Glenwood	Marketing
DC Group	Manufacturing	Red Wagon Pizza Company	Restaurant
Eastlake Craft Brewery	Brewery	Restoration Counseling & Community Services	Counseling
Emerge Tech Center	Job Training	River East Development Corporation	Real Estate
Fair State Brewing Cooperative	Brewery	Seward Friendship Coop	Grocery
Foxy Dogs	Pet Care	Simple, LLC	Restaurant
Fulton	Brewery	Sojourner Farms	Food Production
GYST Fermentations	Restaurant	Sol Sisters	Restaurant
Juba Restaurant	Restaurant	Sovereign Grounds	Restaurant
KAAH Coffee Shop	Restaurant	Spot Spa Boutique	Salon
KNOCK expansion	Marketing	The Copper Hen Cakery	Restaurant
La Loma	Restaurant	Tiny Diner	Restaurant
Le Town Talk	Restaurant	Unison	Manufacturing
Lifesource	Medical	Washburn Center for Children	Social Service
Local D'Lish, LLC	Restaurant	Wood from the Hood	Manufacturing
Locus Architecture	Architecture	Woodchuck Case	Manufacturing
Prospects Lost	Sector	Hanging in the Balance	Sector
A&L Labs (Fridley)	Manufacturing	Bell Labs	Manufacturing
Fish Guys (St. Louis Park)	Food Production	Brewery & Food Production Prospects	Food Production
Fratallone's Distribution Center	Distribution	Cut Fruit Express	Food Production
Hawkins Chemical (Roseville)	Manufacturing	Finn Style	Retail (with loading dock)
Shapco (Golden Valley)	Printing	Franklin Bakery expansion	Food Production
Tech Dump (St. Paul)	Manufacturing	MAG Mechanical	Electrical Contractor
		Pioneer Metal Finishing	Manufacturing
Note: Date Range, 2014 Q1-Q3		Pioneer Paper	Distribution
Source: CPED Business Development		Two Fists Brewery	Brewery

Goal Two: Increase Population and Job Diversity

Ordinance Changes to Allow New Types of Business in the City

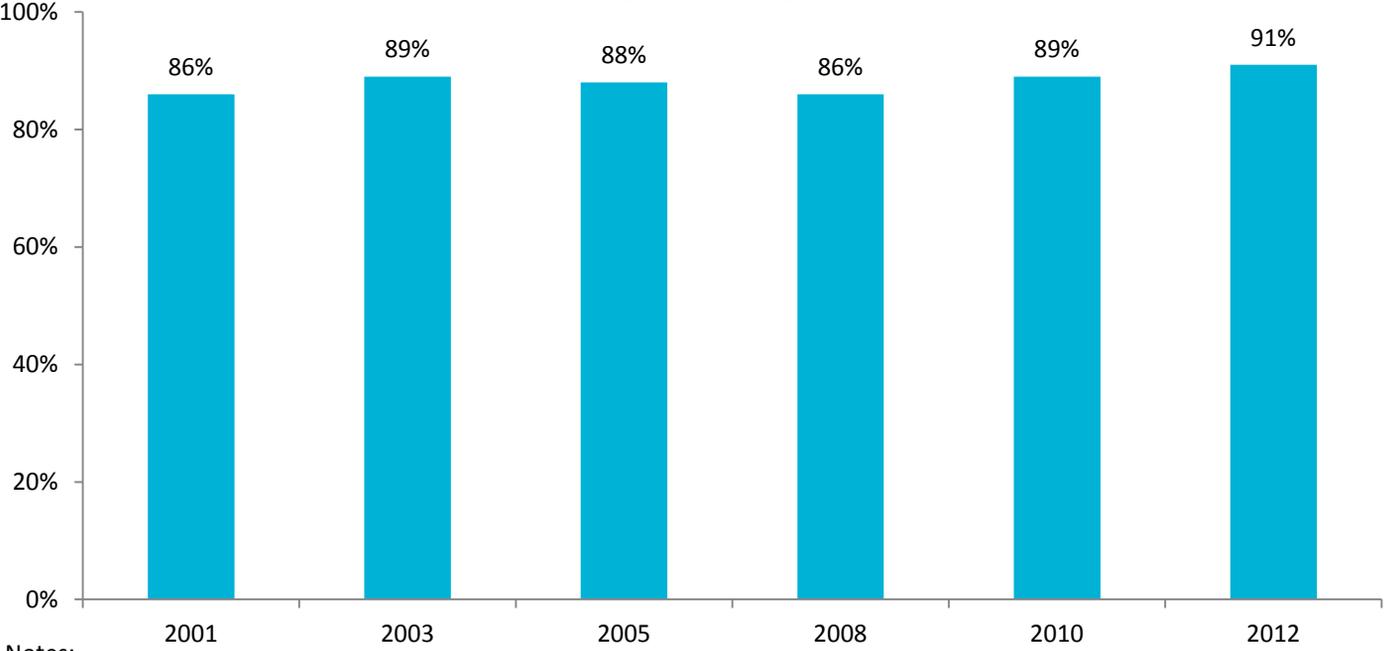
Effective Date	Active Licenses	License Type and Description
April 2011	87	Mobile Food Vehicles: Allows vehicles to operate city wide.
Aug 2011	14	Taproom: Allows brewers to sell malt liquor which they produced for consumption on their premises or adjacent to their brewery.
Sept 2011	105	Pedicab Driver: Creates a license for any person who operates a pedicab.
Oct 2011	27	Farmers Market, Mini Market, Produce and Craft Market: Creates additional market opportunities for the sale of agricultural products, crafts, homemade foods, and plants.
Feb 2012	1	On Sale Wine, Culinary Classes: Changes the annual license fee from \$2,438 (On-Sale Wine license fee) to \$500. Culinary classes are limited to serving a maximum of six ounces of wine or 12 ounces of beer during classes.
April 2012	0	Mobile Food Vehicle, Non-Profit Free Food Distributor: Non-Profit Organizations may provide prepared food or grocery items in a charitable manner from a mobile food vehicle. The annual license fee is \$50.
June 2012	187 in 2013	Temporary Expansion of License: Increases the number of temporary expansions available for on sale liquor, wine or beer establishments from eight days to 12 days per year.
Jan 2013	14	Commercial Pedal Cars: Creates a new license for non-motorized bicycle-like vehicles with four or more wheels that transports passengers on bicycle-like seats and is propelled by five or more passengers not including the operator.
April 2013	2	Secondhand Dealers: Allows temporary markets/flea markets to sell arts, crafts, antiques, and/or secondhand goods at tables, stalls, or booths at predetermined locations.
Nov 2013	65	Charter Wine/Entertainment: Increases the number of musicians from one to three who perform at restaurants with a Charter wine license. These restaurants serve beer and wine and are located in zoning districts with less than seven acres of commercially zoned area.
Nov 2013	102	Massage and Bodywork Establishment: Creates a license for centers, home-based and single operators providing massage services.
April 29 2014	1	Non-motorized Food Vending: Increases the locations operators can sell prepackaged perishable items from non-motorized carts to any public street.
May 2014	1	Grocery Trucks: Allows mobile grocery stores to sell a larger selection of staple foods at additional locations throughout Minneapolis.
June 2014	N/A	Sidewalk Sales: Allows retailers to display and sell merchandise on a limited portion of the sidewalk directly in front of their business. No license required.
June 2014	187 in 2013	Temporary Expansion of Licenses: Licensing Official can approve additional licenses for special events.
June 2014	13	Temporary Parking Lots: Increases the number of times a commercial parking lot may operate a temporary/special events parking lot from 15 to 24 per year. Licensing Official can approve additional licenses for special events.
July 2014	TBD	Transportation Network Company: Creates a new license category for Rideshare transportation services.
July 2014	TBD	Commercial Donation Collection Bins: Creates a license for receptacles designed to allow the general public to donate unwanted but reusable items for purposes of recycling. Licenses are available for Commercial and Non-Profit operations.
July 2014	14	Brewer Taprooms: Allows the sale of malt liquor which is produced both on or off of the premises.
Aug 2014	TBD	Cocktail Rooms: Allows microdistilleries to sell distilled spirits for consumption on the premises.
Aug 2014	253	Eliminate Alcohol/Sales Ratios: This affects restaurants that serve beer and wine and are located in zoning districts with less than seven acres of commercially zoned area.

Note: The number of active licenses is current as of September 2014, with the exception of the "Temporary Expansion of License" which is from 2013.

Source: Minneapolis City Council and CPED's KIVA system.

**Goal Three: Minneapolis is a Great
Place to Live and to do Business**

Residents Rating of Minneapolis as a Place to Live

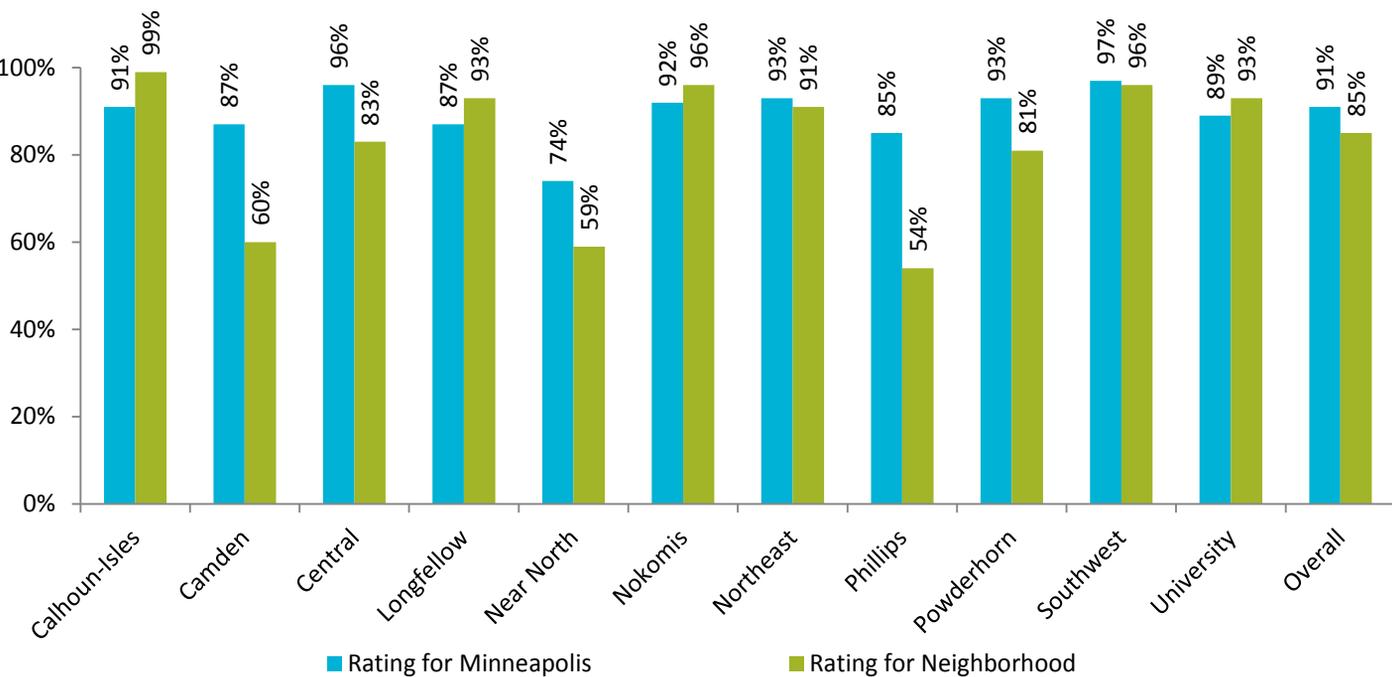


Notes:

- 1) Percentage of respondents who reported "good" or "very good" under the question "Overall, how do you rate the City of Minneapolis as a place to live?"
- 2) The margin of error is plus or minus four percentage points around any given percentage point.

Source: Resident Surveys

Residents Rating of Minneapolis as a Place to Live, by Neighborhood

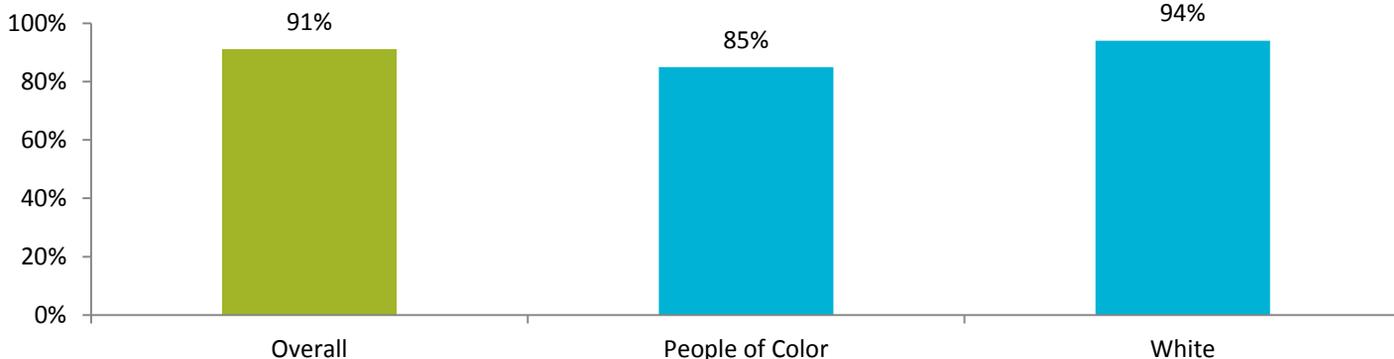


Notes:

- 1) Percentage of respondents who reported "good" or "very good" to the questions "Overall, how do you rate the City of Minneapolis as a place to live?" and "Overall, how do you rate your neighborhood as a place to live?"
- 2) For each community planning district from the survey, the margin of error rises to as much as plus or minus 10 percent (in the smallest district response) to plus or minus 7 percent (in the largest district).

Source: Resident Survey, 2012

Residents Rating of Minneapolis as a Place to Live, by Race



Note: Percentage of respondents who reported "good" or "very good" under the question "Overall, how do you rate the City of Minneapolis as a place to live?"

Source: Resident Survey, 2012



Livability

Livability is a measure of a city’s desirableness. There are multiple livability indexes that result in some cities rising to the ranks of the “most livable cities,” either globally or in the United States. These indexes, listed below, base their rankings on similar criteria, which are outlined here.

Monocle: crime & safety issues, international connectivity, climate/sunshine, quality of architecture, public transportation, tolerance, environmental issues, access to nature, urban design, business conditions, proactive policy developments, and medical care

EIU: Stability, health care, culture & environment, education, and infrastructure

Mercer: safety, education, hygiene, health care, culture, environment, recreation, political stability, and public transportation

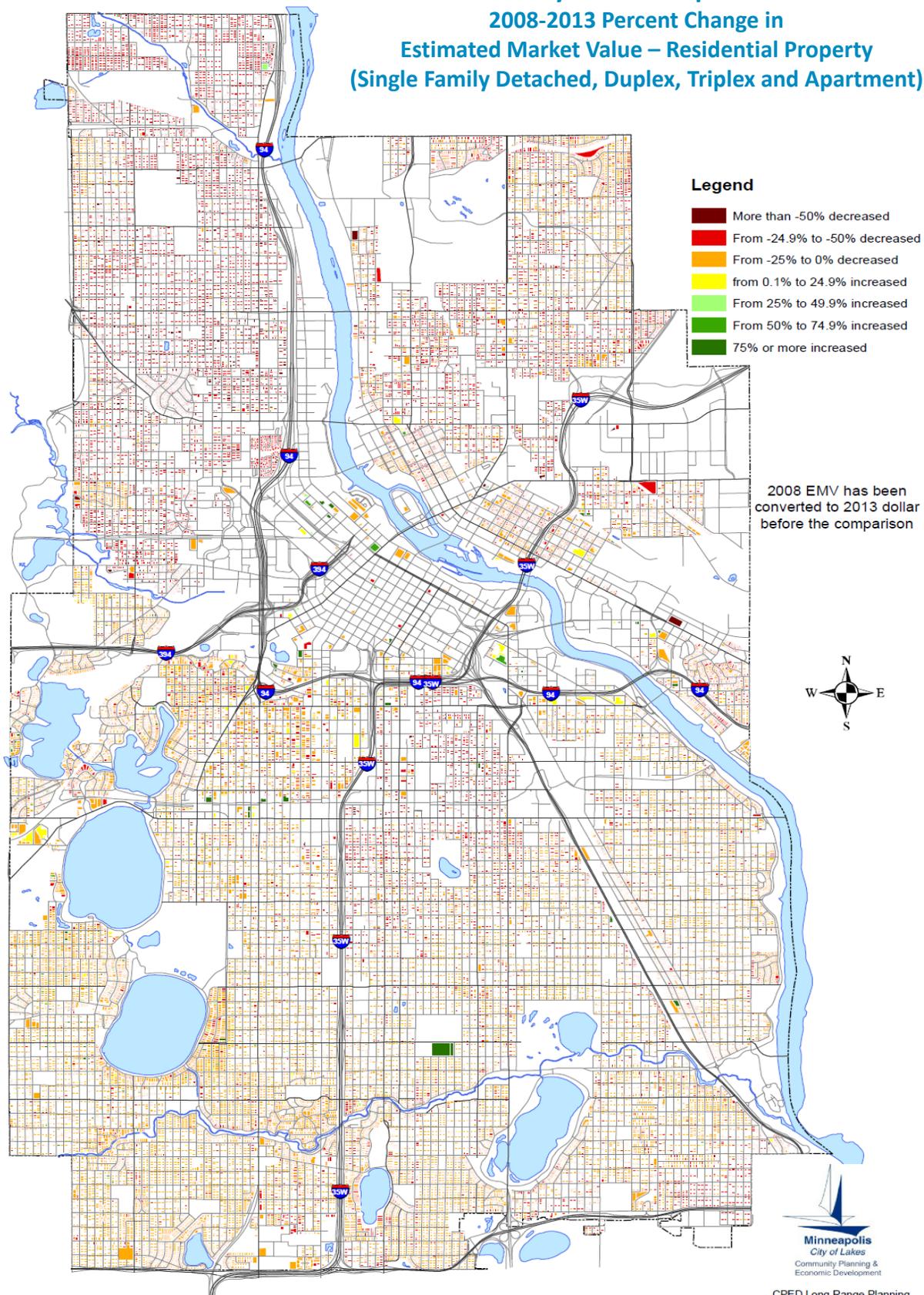
OECD: housing conditions and price, income, jobs, social support network, education, quality of the environment, governance, health, happiness, safety, and work-life balance

Livability is an important contributor to cities competing for talent. Each year, rankings receive substantial media attention and are widely shared. Although skills development is still the number one requirement to attract new business, it is commonly understood that a livable city is an enormous selling point for those companies seeking to attract national or global talent.

Minneapolis is currently ranked 40th out of 141 cities in the Economic Intelligence Unit (EIU) Global Livability Ranking. Mercer ranks Minneapolis at number 60. Specific Organization for Economic Co-operation and Development (OECD) rankings were unavailable, and Monocle ranks us by far the highest, at number 19.

Being perceived as a livable city contributes to growing the population and the economy. It is the intention of CPED to establish metrics and indicators that are aligned with our livability goals and that demonstrate our progress on globally ranked livability criteria, and to introduce these as part of the next *Results* cycle. To date we have collected data on several indicators, including housing affordability, housing value, insurance coverage, and resident happiness with Minneapolis as a place to live (see chart above).

City of Minneapolis 2008-2013 Percent Change in Estimated Market Value – Residential Property (Single Family Detached, Duplex, Triplex and Apartment)



Source: City Assessor

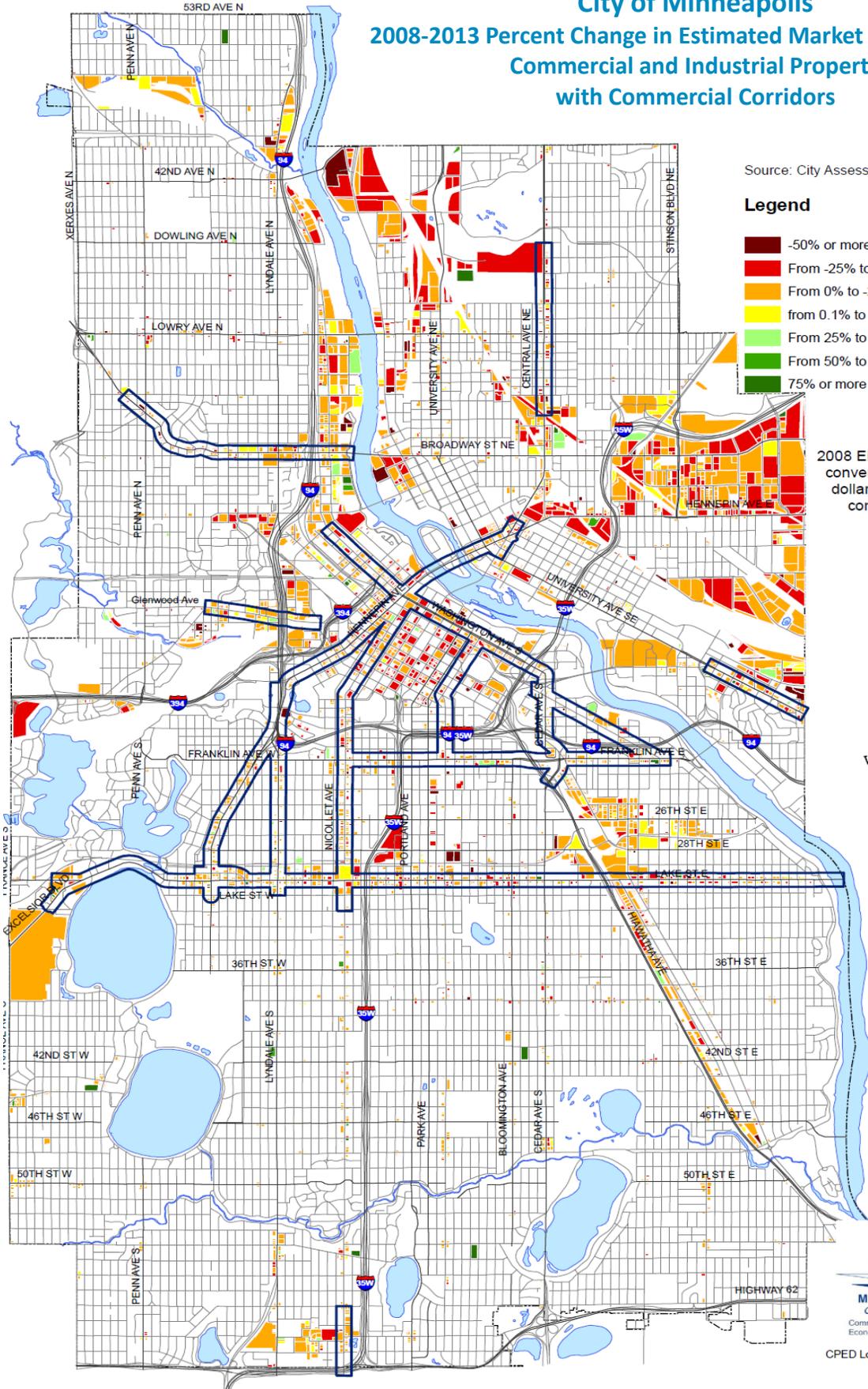
City of Minneapolis 2008-2013 Percent Change in Estimated Market Value per Acre Commercial and Industrial Property with Commercial Corridors

Source: City Assessor

Legend

- 50% or more decreased
- From -25% to -50% decreased
- From 0% to -24.9% decreased
- from 0.1% to 24.9% increased
- From 25% to 49.9% increased
- From 50% to 74.9% increased
- 75% or more increased

2008 EMV has been converted to 2013 dollar before the comparison.



Community Planning & Economic Development
CPED Long Range Planning, July 2014

Why is this goal important?

Livability and ease of doing business are crucial to retaining current residents and businesses and attracting others. A healthy, vibrant business district downtown positions Minneapolis competitively in the global economy for business investment and job growth. A variety of building and neighborhood types offer something for everyone from new arrival families to retirees to tech hipsters.

Great business districts and neighborhoods are enhanced by a well-maintained and pleasant public realm with legible wayfinding and a sense of place. Our streets, plazas, and parks are a key component of what makes our city a great place to live and do business. The introduction of Urban Design as a capacity within CPED has led to numerous new opportunities to provide an enhanced outcome in our public streets and rights of way. In the last year, among other initiatives, City urban designers have worked with Public Works to establish the Parklet program, launched the Public Realm Enhancement Working Group, contributed to Public Works projects working toward enhanced outcomes in street reconstruction projects, and created two new thematic planning products: the Public Realm Framework and the Urban Design Assessment. These products are geared toward two important ends: (1) to establish a clearly communicated plan and objectives that allows City departments, private stakeholders including Neighborhood or Business Associations, and others to get on the same page regarding coordinating placemaking opportunities, and (2) to provide opportunities for private dollars to come to the table in the public interest.

What will it take to make progress?

We want Minneapolis to be where its at for both people and businesses. We have a good start, with high resident satisfaction ratings in the survey, significant construction and renovation activity, investments in the regional transit network with Minneapolis as the hub, and businesses deciding to stay and grow here. Minneapolis has a number of natural advantages as the Central Business District for the state, as a center of the arts and creative economy, and with an award-winning park system and Mississippi River location. Progress means capitalizing on and maximizing those advantages.

In order to continue making progress on Minneapolis being a great place to live and do business, we must:

- Continue to support neighborhood business district investment and vitality (e.g. Great Streets)
- Streamline business licensing for current businesses and open up new opportunities for new ones
- Streamline the development review process and explore developing more robust tools for design review
- Effectively communicate planning, development, and implementation priorities to enable cross-departmental collaboration (e.g. citywide strategic priorities framework, annual capital project prioritization, Urban Design Assessment, Public Realm Framework, regional or city priority project work) – especially where cross-departmental coordination will result in enhanced outcomes for livability and economic development (for examples see maps on pages 10 and 11)

Great Streets

With the support of the Minneapolis City Council, CPED created the Great Streets Program in 2007 to cultivate and sustain Minneapolis' commercial districts through systematic programming. Great Streets resources are available in 116 areas of the city where adopted policy supports the long-term presence of commercial activity. Each of these areas provides important goods and services for residents, contributes to high quality urban living, and is critical to the health of the local economy. They are home to 37 percent of the city's jobs and 49 percent of our local sales tax revenue. Each district is unique with its own set of opportunities and challenges demanding a customized approach to achieving successful revitalization. The Great Streets Program responds to this by offering multiple tools and a variety of resources, including: Business District Support Grants, Façade Improvement Matching Grants, Real Estate Development Gap Financing Loans, Small Business Technical Assistance Grants, and Small Business Loans. In 2012, the Great Streets Program received the Excellence in Economic Development Award from the International Economic Development Council (IEDC) in the Neighborhood Development Category.

The Business District Support Program provides wide latitude to organizations, so that they are in the position to determine the strategies and initiatives that will best meet the needs and demands of their area.

Great Streets Featured Projects

Stadium Village Commercial Association (SVCA)

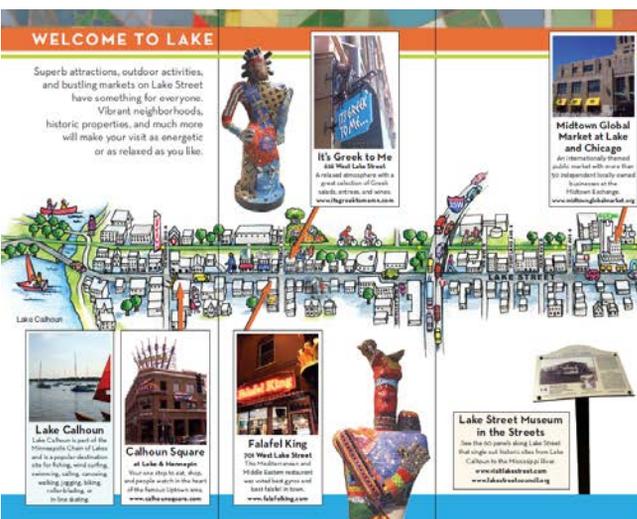
With Great Streets grant funding in 2012 and 2013, the SVCA implemented a variety of marketing and promotional activities to help attract visitors and customers to the area, mitigate impacts caused by the Green Line Light Rail construction, and establish new buying and entertainment habits with Green Line riders. The marketing components included a television commercial that aired on 300 network TV spots and Stadium Village promotional products and materials, including mailers/flyers with business ads and coupons, cups, t-shirts, and other marketing collateral giveaways.



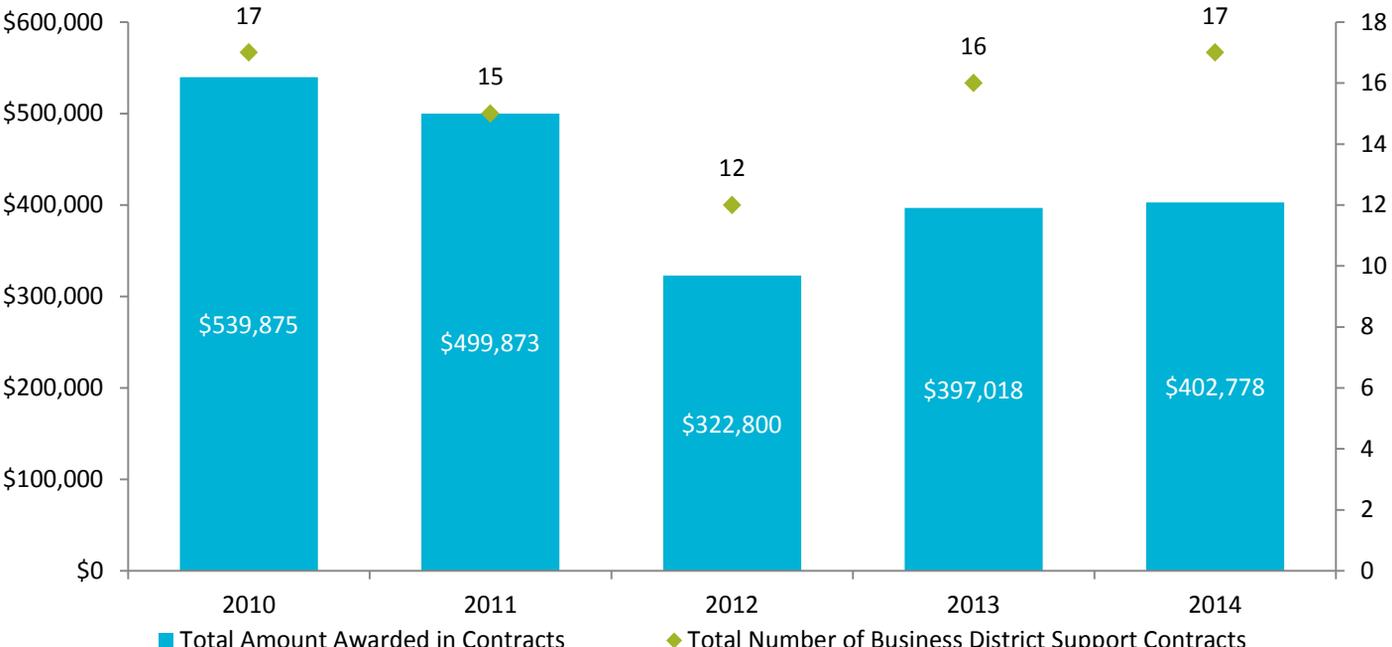
The Lake Street Council

The Lake Street Council has pursued a variety of marketing strategies to drive customer traffic and sales to support businesses along the entire length of Lake Street including:

- 10,000 *Visit Lake Street* marketing brochures
- 25,000 coupon books with 88 businesses represented
- www.VisitLakeStreet.com
- Radio ad campaigns
- MSP Airport marketing campaign
- Way-finding signage from the Midtown Greenway up to Lake Street



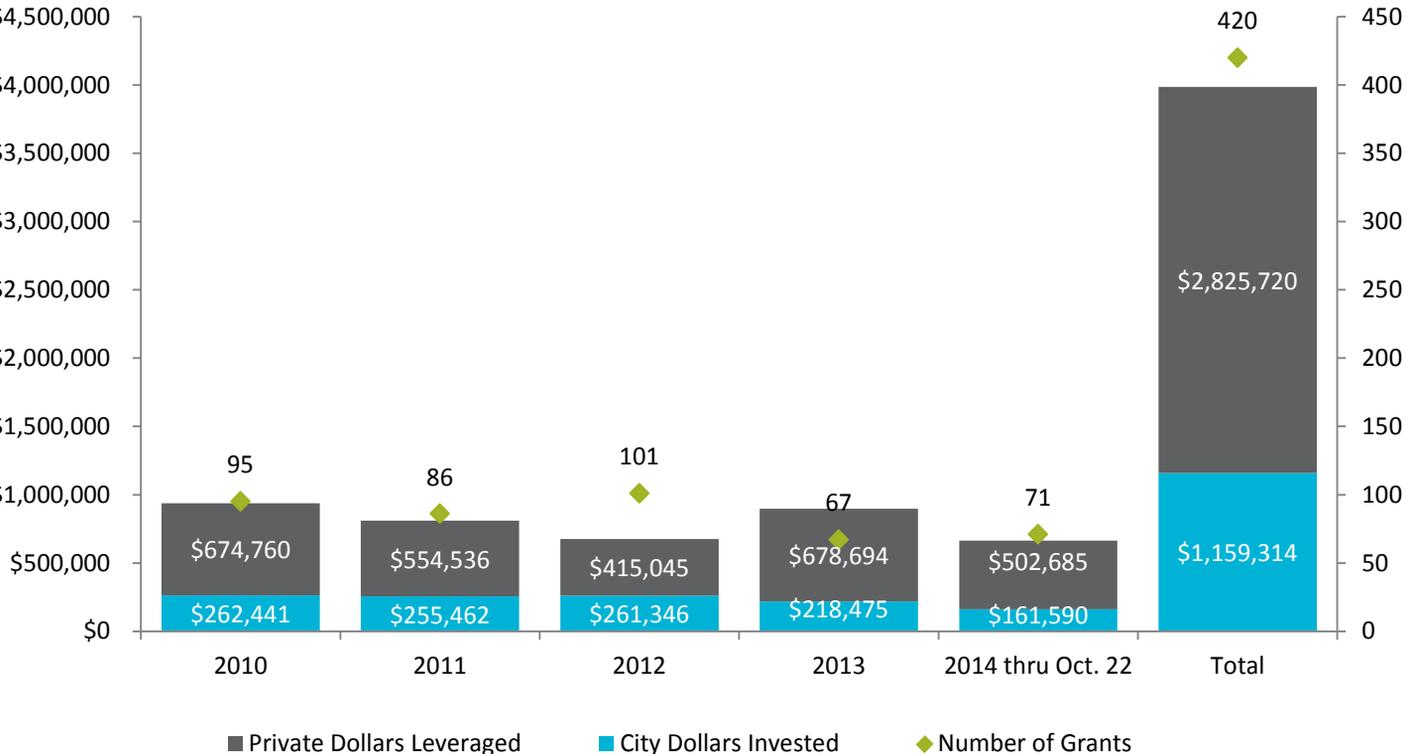
Great Streets Business District Support Contracts



Note: 2010 and 2011 included grants for business technical assistance which are now funded separately through the Business Technical Assistance Program (B-TAP).

Source: CPED, Business Development

Great Streets Façade Grants: City Dollars Invested and Private Dollars Leveraged



Source: CPED Business Development

Goal Three: Minneapolis is a Great Place to Live and To Do Business

Great Streets: Façade Grants Given & Dollars Invested and Leveraged

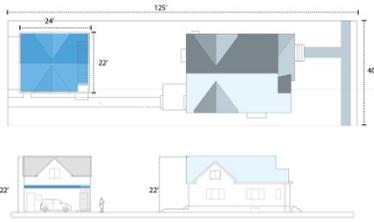
		2010	2011	2012	2013	2014 thru Oct. 22	Total
Ward 1	Dollars Invested	\$ -	\$ -	\$ 1,566	\$ 34,377	\$ 27,022	\$ 62,965
	Dollars Leveraged	\$ -	\$ -	\$ 1,735	\$ 209,519	\$ 72,668	\$ 283,922
	Number of grants	0	0	1	13	24	38
Ward 2	Dollars Invested	\$ 23,881	\$ 23,088	\$ 15,131	\$ 17,376	\$ 6,285	\$ 85,760
	Dollars Leveraged	\$ 67,033	\$ 40,096	\$ 17,044	\$ 24,037	\$ 6,685	\$ 154,894
	Number of grants	9	7	6	4	3	29
Ward 3	Dollars Invested	\$ 6,021	\$ 9,028	\$ 2,234	\$ 14,208	\$ 2,578	\$ 34,068
	Dollars Leveraged	\$ 23,700	\$ 11,336	\$ 2,266	\$ 35,226	\$ 4,343	\$ 76,869
	Number of grants	2	2	1	5	3	13
Ward 4	Dollars Invested	\$ -	\$ 7,625	\$ 2,585	\$ -	\$ 34,750	\$ 44,960
	Dollars Leveraged	\$ -	\$ 15,400	\$ 2,585	\$ -	\$ 99,600	\$ 117,585
	Number of grants	0	2	1	0	5	8
Ward 5	Dollars Invested	\$ 21,854	\$ 65,145	\$ 91,290	\$ 33,641	\$ 8,500	\$ 220,429
	Dollars Leveraged	\$ 22,857	\$ 91,248	\$ 120,367	\$ 74,918	\$ 8,605	\$ 317,996
	Number of grants	4	15	18	7	2	46
Ward 6	Dollars Invested	\$ 50,239	\$ 19,772	\$ 14,880	\$ 31,238	\$ 1,973	\$ 118,102
	Dollars Leveraged	\$ 80,233	\$ 26,284	\$ 22,300	\$ 34,048	\$ 1,973	\$ 164,838
	Number of grants	15	8	7	10	1	41
Ward 7	Dollars Invested	\$ 21,334	\$ 7,500	\$ 2,899	\$ 13,990	\$ -	\$ 45,724
	Dollars Leveraged	\$ 51,958	\$ 8,031	\$ 5,807	\$ 17,650	\$ -	\$ 83,445
	Number of grants	6	1	1	2	0	10
Ward 8	Dollars Invested	\$ 42,079	\$ 30,417	\$ 28,771	\$ 16,401	\$ 13,238	\$ 130,906
	Dollars Leveraged	\$ 78,076	\$ 49,948	\$ 41,345	\$ 26,783	\$ 15,679	\$ 211,831
	Number of grants	23	15	16	6	8	68
Ward 9	Dollars Invested	\$ 49,758	\$ 17,934	\$ 26,431	\$ 5,500	\$ 7,274	\$ 106,897
	Dollars Leveraged	\$ 249,299	\$ 18,322	\$ 26,431	\$ 10,300	\$ 101,694	\$ 406,046
	Number of grants	11	6	9	2	3	31
Ward 10	Dollars Invested	\$ 26,451	\$ 22,971	\$ 27,737	\$ 17,391	\$ 38,051	\$ 132,601
	Dollars Leveraged	\$ 67,694	\$ 197,193	\$ 71,742	\$ 153,618	\$ 106,293	\$ 596,540
	Number of grants	12	11	15	5	11	54
Ward 11	Dollars Invested	\$ 6,076	\$ 18,396	\$ 34,380	\$ 9,241	\$ 7,390	\$ 75,483
	Dollars Leveraged	\$ 12,152	\$ 38,142	\$ 84,147	\$ 27,382	\$ 14,780	\$ 176,603
	Number of grants	7	10	18	5	4	44
Ward 12	Dollars Invested	\$ 10,274	\$ 25,000	\$ 7,609	\$ 13,381	\$ 588	\$ 56,851
	Dollars Leveraged	\$ 12,811	\$ 28,418	\$ 7,609	\$ 18,698	\$ 940	\$ 68,475
	Number of grants	3	5	3	4	1	16
Ward 13	Dollars Invested	\$ 4,475	\$ 8,587	\$ 5,833	\$ 11,732	\$ 13,941	\$ 44,568
	Dollars Leveraged	\$ 8,949	\$ 30,118	\$ 11,666	\$ 46,517	\$ 69,426	\$ 166,676
	Number of grants	3	4	5	4	6	22
City-wide	Dollars Invested	\$ 262,441	\$ 255,462	\$ 261,346	\$ 218,475	\$ 161,590	\$ 1,159,314
	Dollars Leveraged	\$ 674,760	\$ 554,536	\$ 415,045	\$ 678,694	\$ 502,685	\$ 2,825,720
	Number of grants	95	86	101	67	71	420

Source: CPED Business Development

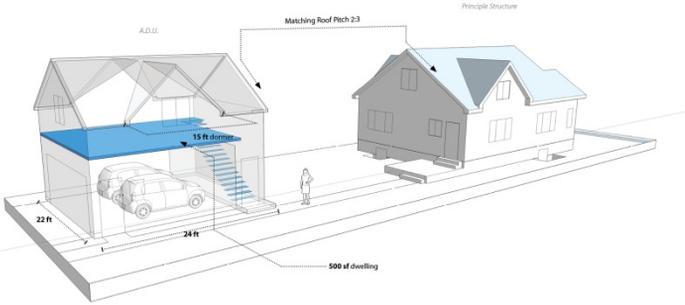
Results Minneapolis: CPED

November 12, 2014

Cross-Divisional and Cross-Departmental Activities

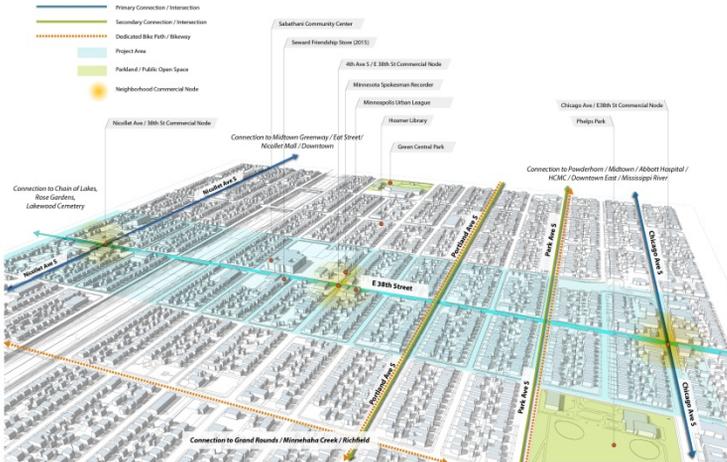


Detached Accessory Dwelling Unit
w/ 2 enclosed parking
500 sqft



Visualization

With the addition of urban designers to the CPED team, CPED is engaging in the delivery of more form-based regulations and has the capacity to deliver strong visual communication of regulatory matters.

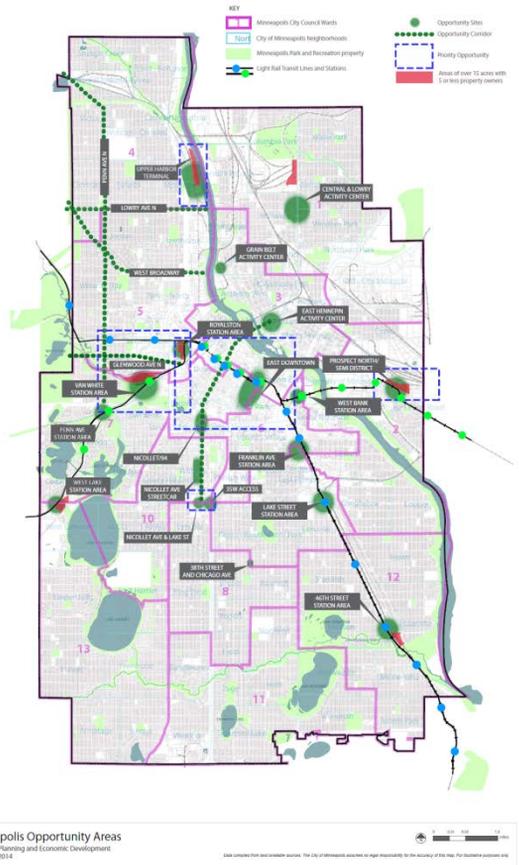


Urban Design Assessment

This new tool (the detail here is from the East 38th Street UDA) will allow CPED and Public Works to coordinate efforts, and will provide a tool for neighborhoods to utilize in seeking grants or other funds to advance placemaking and connectivity goals.

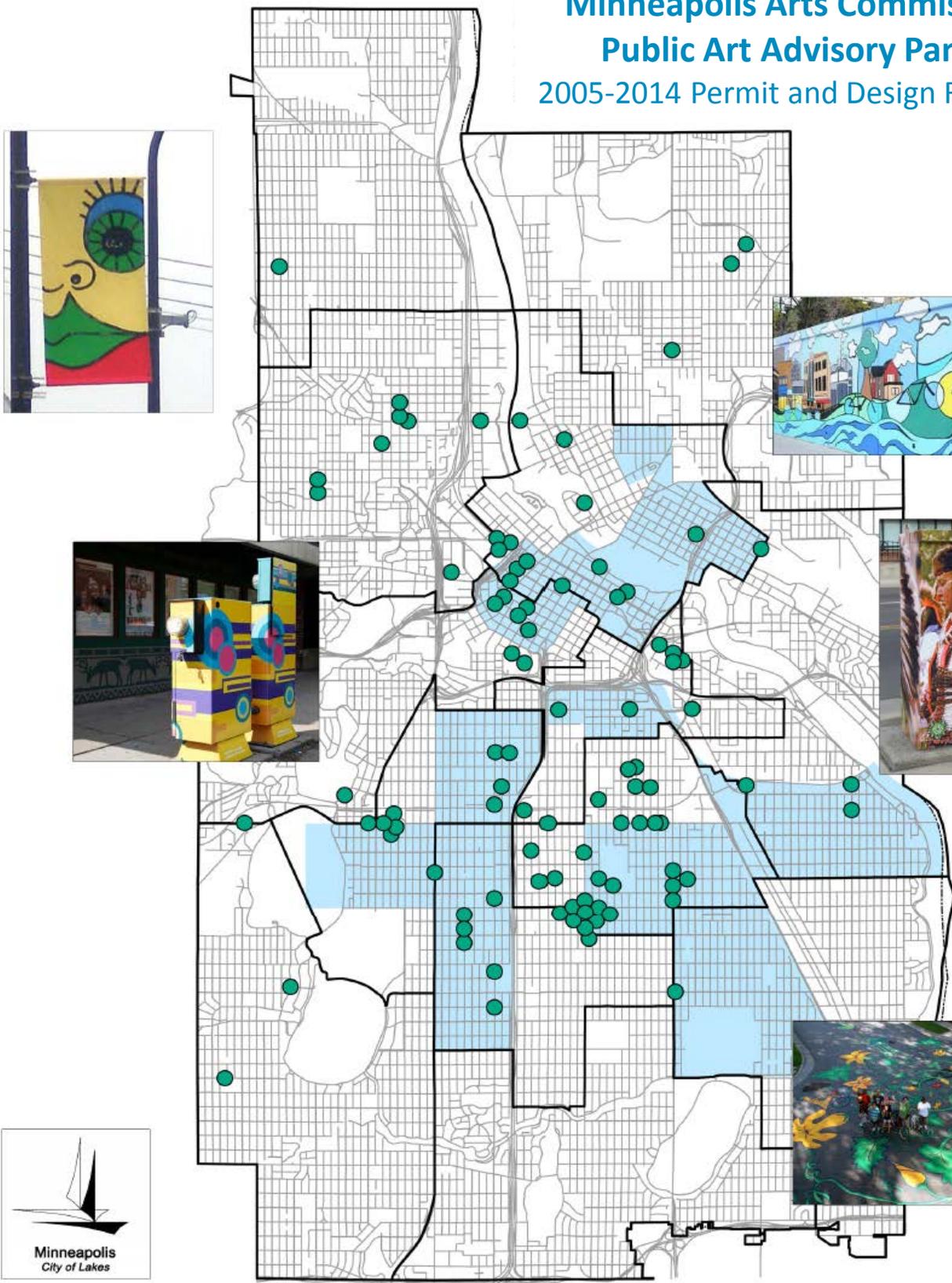
Citywide Priorities

Communicating CPED's and the city's priorities and opportunities through maps and analytics will provide a strong platform for collaboration among public and private entities. The priorities in the map below reflect nearly a year's worth of input and prioritization work in the Sector teams.



Minneapolis Opportunity Areas
Community Planning and Economic Development
October 26, 2014

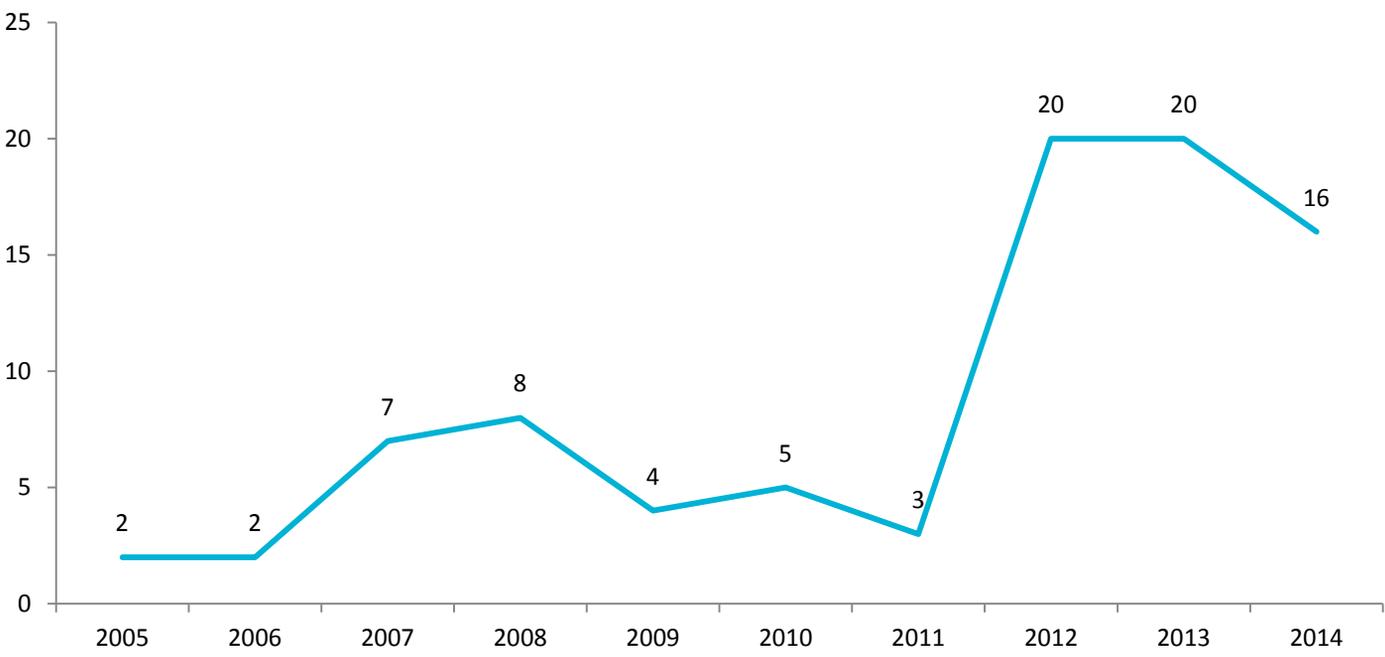
Minneapolis Arts Commission Public Art Advisory Panel 2005-2014 Permit and Design Reviews



● Permits/Design Reviews ■ Neighborhoods with Utility Box Projects

CPED/Long Range Planning/Art in Public Places 2014

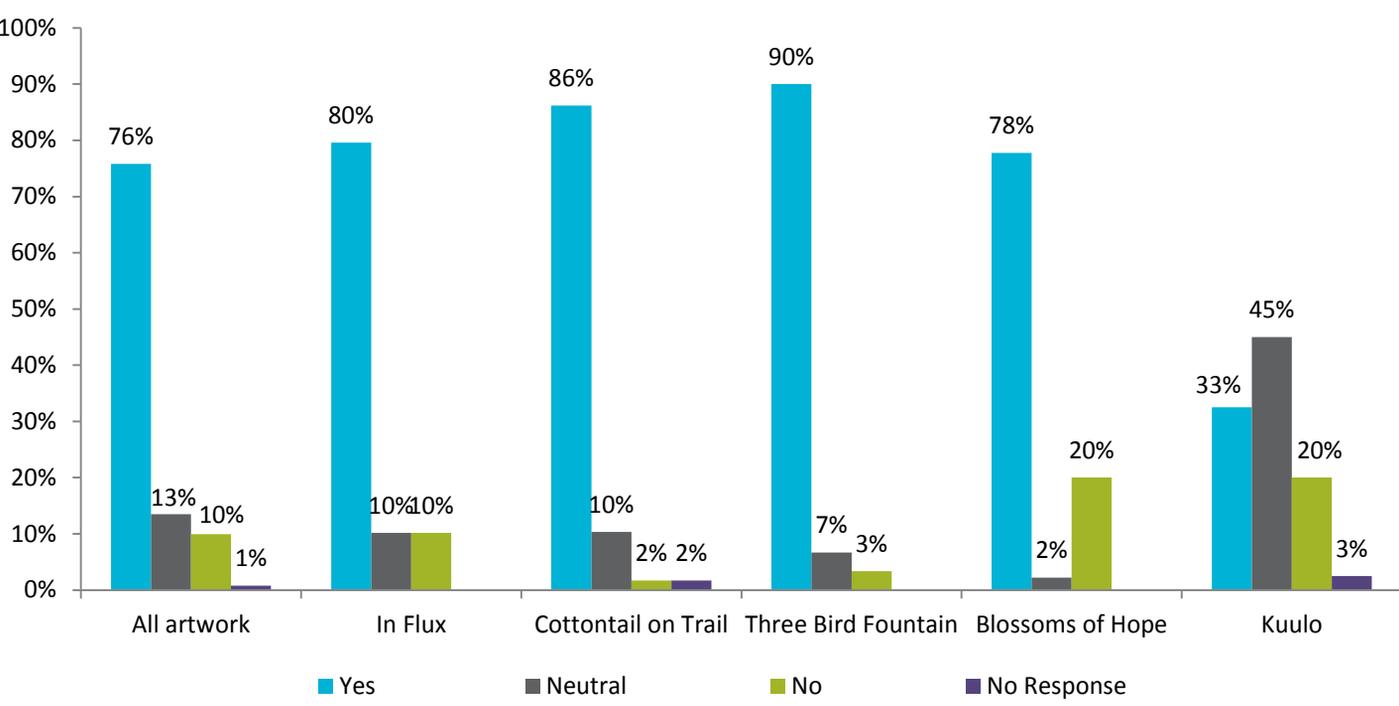
Number of Public Art Permit and Design Reviews



Note: Each year the Public Art Advisory Panel and Minneapolis Commission make recommendations to Public Works and other departments on requests for permits for artworks, or permission to place art on City property. They also review and approve proposed designs for artworks funded through the City's Graffiti Micro Grant Program.

Source: CPED's database of public art permit applicants

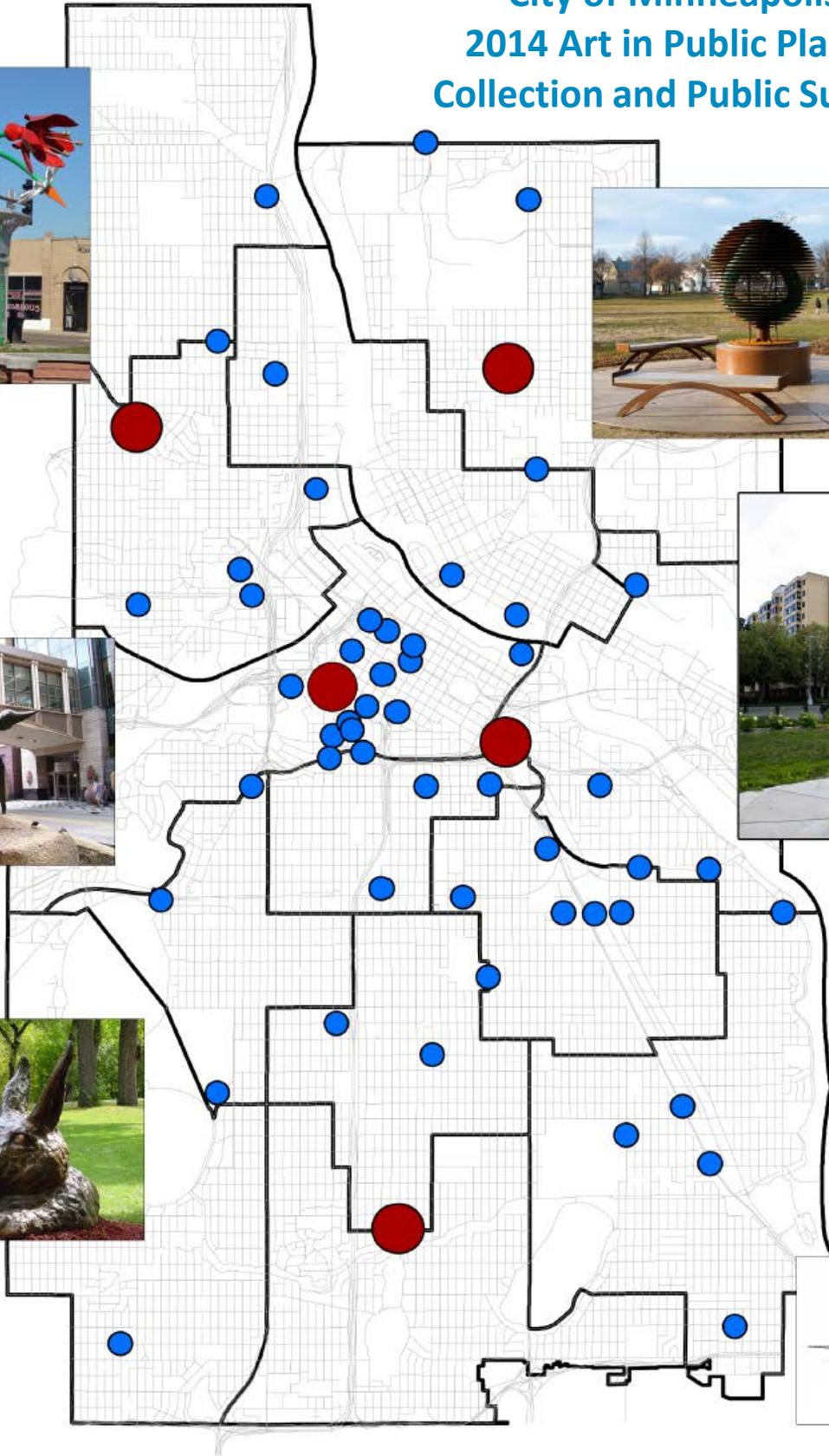
Public Art Intercept Survey: Does this Artwork Contribute to this Place?



Note: There were 252 individuals interviewed in the summer and fall of 2014 at five public artworks owned by the City.

Source: Public Art Intercept Survey

City of Minneapolis 2014 Art in Public Places Collection and Public Survey



● Collection ● Artworks in Survey



CPED/Long Range Planning/Art in Public Places 2014